

CRACKING THE CODE

BUSINESS DEVELOPMENT FOR NON-RAINMAKERS

Everyone in your organization has a role in developing business

Over-dependence on a small handful of rainmakers is financially perilous. It's also just plain bad business. Professionals who engage in business development are more valuable to their firms – and to their clients.

Unfortunately, business development drags many professionals outside their comfort zone. For many, asking for business can feel unprofessional. They hide behind the myths that the best way to develop new business is excellent work, and that marketing and business development has to feel like selling.



Build Powerful Relationships without “Selling”

What clients value most highly is typically quite different from what most professionals “sell” to prospects. Using experience gained over 15 years and hundreds of interviews conducted for dozens of clients, Bruce La Fetra uses a workshop format to generate insights into how your best clients experience your impact on their broader business. Along the way you'll come to see marketing and business development in easy-to-understand terms accessible to employees in any role.

You Will Learn

- What your clients are really buying (If your website has lots of bullet points, it's probably not listed)
- How basic business development makes you more valuable to and better liked by clients
- The conversation clients are eager to have

This content can be presented as a one- or two-session workshop. It is especially well suited for audiences serving multiple practice areas.

Bruce La Fetra is a speaker, writer, and strategic marketing & business development advisor. Law, consulting, engineering, and other professional services firms use his marketing insights to shorten the sales cycle, grow revenue, and increase pricing & profitability. Contact Bruce at Bruce@LaFetraConsulting.com or **(408) 749-1028**.