

Business Development Skills for Professional Services

Your trainer: Trevor Lever is a qualified business professional with experience of founding, owning, managing and running sales-led businesses.

As TLC, Trevor aims to take the tried and tested principles and ideas gained from his successful experiences of working for large multi-national organisations (Du Pont, Mars) as well as his own SME businesses (Marlin Scientific, TLC) and tailor them to the unique needs of the individual and smaller organisation.

With over 30 years practical experience of sales & marketing, Trevor is well versed in the academic principles as well as the day-to-day reality of putting theory into practice.

Location and Fees

All TLC open programs are held at the beautiful, and recently refurbished, Hilton DoubleTree - [Cadbury House](#) at Congresbury which is situated close to the M5 and Bristol Airport. Each course is £225 ex VAT and includes full refreshments and lunch, course notes and use of the stunning leisure facilities (swimming pool, jet pool, spa, saunas and steam room) following the course.

Feedback from some of last year's delegates:

"Professional and well presented"
"Will make me a more professional salesperson"
"Very informative with real world examples"
"A valuable day full of useful ideas"
"Covered the essential ground very thoroughly"

Call TLC today to reserve your place.

COURSE CONTENTS

- Is Business Development like selling?
- How do people decide to use your practice?
- Business development vs. Account development
- Where do marketing and networking fit in?
- The Hunter, Farmer, Poacher and Trader approach
- Improving the quality of your questioning technique
- Developing and qualifying opportunities
- Understanding your specific sales process
- The importance of the "needs agreed"
- Developing a "sales culture" to your client meetings

This is an interactive workshop that is specifically designed for those in the professional services (accountants, solicitors, architects, etc.) who are expected to develop new business opportunities for their practice. We understand that your experience and qualifications should be enough for most clients to appreciate your value and engage with you. However, we also understand that clients have a wide choice of service providers. By developing your commercial and sales skills, your influence of their choice is increased.



The course covers the key elements of understanding the sales process and personal skills required to grow existing business and potential new clients. Ultimately it will lead to better technique - leading to more clients - and so more chance of you doing what you do best.

The day course is fast paced and follows a very interactive program that is designed to allow individuals to develop their own style, whilst following a very effective and structured approach. This training program can be used as part of your annual continual personal development program.



Double-Tree by Hilton: Cadbury House