

REGISTER TODAY!



SALES ADVANTAGESM

SELLING SKILLS for WOMEN
in PROFESSIONAL SERVICES

2021 VIRTUAL
WORKSHOPS

ONLINE

- APRIL 22
- JULY 22
- DECEMBER 3

BDG Sales AdvantageSM is a unique, virtual 4.5 hour workshop designed to refine the skills necessary to attract, retain, and increase business with current and prospective clients.



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bizdev
INSPIRING COLLABORATION
and IGNITING SUCCESS **gals**



SALES ADVANTAGESM

SELLING SKILLS for WOMEN in PROFESSIONAL SERVICES



Competition within professional services has never been tougher. You need every advantage to build and nurture relationships with clients to obtain new business.

BDG Sales AdvantageSM is a unique, virtual 4.5 hour program designed to refine the skills necessary to attract, retain, and increase business with current and prospective clients. This interactive workshop will be led by seasoned sales and business development experts helping firms and professionals across several industries to drive new revenue.



GAIN A SOLID FOUNDATION of BUSINESS DEVELOPMENT SKILLS

AGENDA

- 1 ORGANIZING for BUSINESS DEVELOPMENT
- 2 APPROACHING YOUR CONTACTS and CLIENTS
- 3 ASSESSING OPPORTUNITIES
- 4 PRESENTING YOUR SOLUTION
- 5 CLOSING ENGAGEMENTS
- 6 RETAINING and GROWING CLIENTS

TEN BENEFITS of ATTENDING

- ▶ Develop your individual marketing action plan to focus your efforts on the 20% of client business that really matters
- ▶ Master tactics for approaching prospective clients and referral sources
- ▶ Learn the five key steps for client retention and growth
- ▶ Hone your strategies for developing a referral network
- ▶ Hear the key activities that lead to success

- ▶ Develop strategies for integrating business development in the midst of billable time
- ▶ Build and leverage your network of contacts
- ▶ Find common ground for building new relationships
- ▶ Cross-sell more effectively
- ▶ Craft a pipeline for tracking and closing business

FACULTY



Silvia L. Coulter
Principal

Silvia is a co-founding Principal of **BizDevGals**. A sought-after speaker and recognized leader in law firm business development and sales strategy, Silvia assists firms with strategic business planning, key client retention and growth strategies, client service strategies, and leadership and organizational culture. Silvia is the co-author of three books: *The Woman Lawyer's Rainmaking Game*, *Rainmaking Advantage*, and *SAM-Legal: Beyond Key Clients*. She is a former sales executive at a Fortune 50 company, and a co-founder and active board member of the Legal Sales and Service Organization. She is a former President of the Legal Marketing Association and is an elected Fellow of the College of Law Practice Management.

www.bizdevgals.com/silvia-coulter



Nancy A. Brooks
Principal

Nancy is a co-founding Principal of **BizDevGals**. She is a business development consultant helping individuals and firms to codify their value, articulate capabilities and open doors that win and retain business. She designs business cultivation and client retention strategies, conducts organizational needs assessments, and performs coaching and outsourced prospecting that raises brand awareness and drives sales. Nancy's career spans sales, business development and relationship management at Global 50 and boutique law firms and at financial services companies State Street Corporation and Putnam Investments. She is also a consulting partner with Social Venture Partners.

www.bizdevgals.com/nancy-brooks



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Registration fee for the 4.5 hour program training is **\$995** per person which includes a comprehensive workbook and tools. Discount available for 3 or more individuals from the same organization.

2021 Training Dates: April 22, July 22, December 3
Time: 11:00 am - 3:30 pm ET

REGISTER

- ▶ **Online:** www.bizdevgals.com
- ▶ **by Phone:** (617) 419-0616
- ▶ **via Email:** info@bizdevgals.com