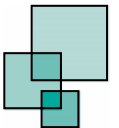




The Process of Business Origination & Development in Professional Services Firms

... and why the information you provide is so essential

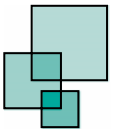
Paul Matthews, The PACE Partnership





Today...

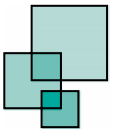
- How is new business developed and retained successfully?
- What are the key stages and sequences in the sales process?
- How does the sales and business development processes react to changes in the market place?
- How do you gain competitive advantage?





Today's professional services:

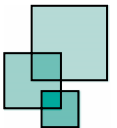
- Crowded market place
- Success is dependent on bright talent
- Clients are more discerning
- Good client relationships are still key
- Trust is essential for differentiation
- Professional training superb
- Business development (BD) is an essential but still alien concept



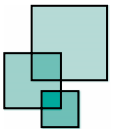


How is new business developed and retained successfully?

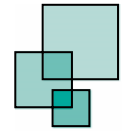
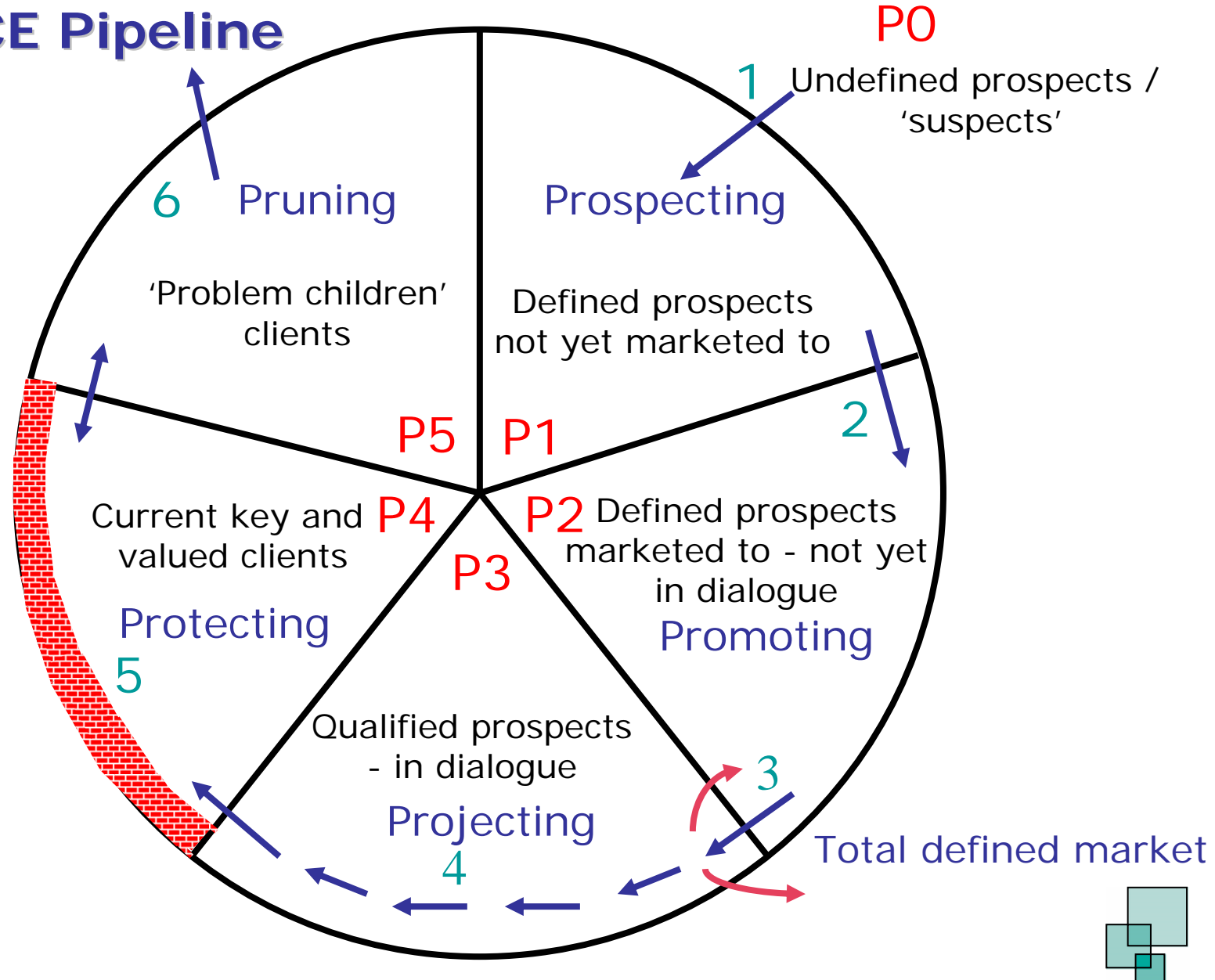
What are the key stages in the process?



Introducing the PACE Pipeline

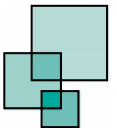


The PACE Pipeline

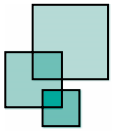
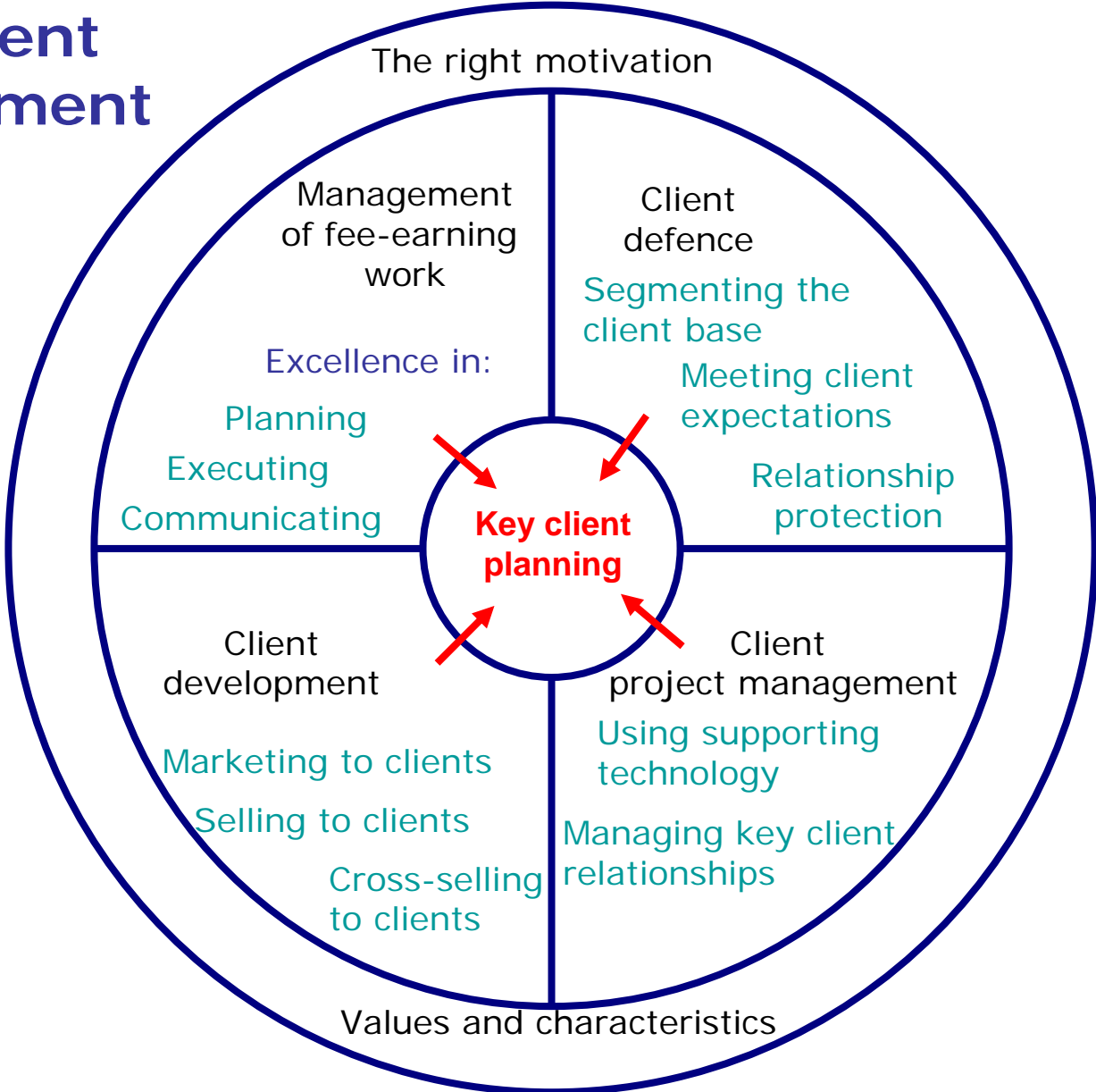


The Pipeline building process

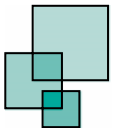
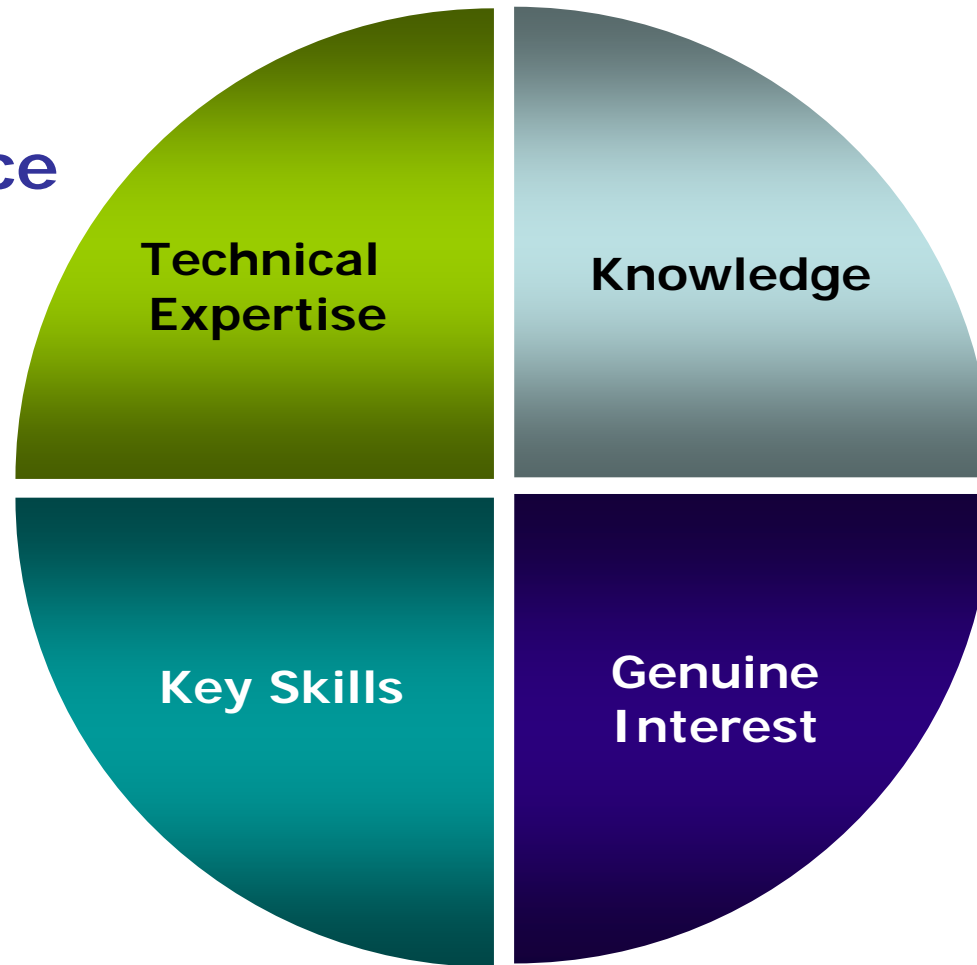
- Decide defined prospect selection criteria select best defined prospects
- Create and maintain an effective marketing campaign
- Meet defined prospects face to face
- Pursue identified opportunities to a successful conclusion
- Protect clients and Win new work
- Sort out 'problem children' clients. Improve or drop



Key client management

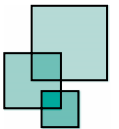


The importance of trust



What information will they need?

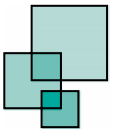
- Prospecting
 - Sector understanding
 - Client knowledge
- Promoting
 - Hot topics / key issues / market trends
 - Latest changes / thought leadership
- Projecting
 - Full client understanding and requirements
 - Decision making process
 - Competitor analysis
- Protecting / key client management
 - Client's expectations / feedback
 - All of the above



How do you get competitive advantage?



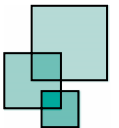
**The importance of trust,
relationships, knowledge and
client understanding**



Value Disciplines

- Operational Excellence
- Product or Service Leadership
- Customer Intimacy

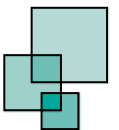
Source: Michael Treacy and Fred Wiersema





Today...

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Question and answer session

