The Training Resource Group

Business Development for Professional Service Firms
Sales and Management Training
Sales Force Evaluations
New Hire Sales Force Screening
Coaching

Training Program for Associates of Professional Services Firms

"I have worked with the Training Resource Group for two and a half years. In that time, I have learned a new vocabulary, gained confidence in the selling process, and grown my business significantly. In the first year with TRG, my business origination went from near-zero to six figures."
– Jo Bennett - Stevens & Lee, Lawyers and Consultants

ATTENTION PROFESSIONAL SERVICE FIRMS WHO WANT THEIR ASSOCIATES TO CULTIVATE THEIR CLIENT DEVELOPMENT SKILLS

- *Are your Associates spending so much time servicing your existing clients that they don't have time to learn business development skills?*
- *Have your Associates ever taken a class on how to be a rainmaker?*

COURSE OBJECTIVES

Develop and implement a cost effective training program targeted at introducing business development skills to professionals. After completing the Program, participants will have the mindset, skills, and confidence to create an individual business development plan, successfully network and create strategic partnerships, better cross sell current clients and build account relationships at a higher level. The Program will focus on teaching tactics and techniques that will help participants to develop new opportunities, and turn those opportunities into new clients.

WHO SHOULD ATTEND

This Program is designed for Associate level professionals of law firms, accounting firms, architectural/engineering firms and other professional service organizations. Associates from your firm should attend if you are concerned about producing new rainmakers for your firm; and teaching your Associates an essential skill set that will ensure their own success as well as that of your firm's.

When: Mondays: February 6th & 27th, March 13th & 27th
Time: All Sessions: 8:30am – 10:30am
Location: 1101 Market St., 11th Floor, Philadelphia, PA
Fee: First of four sessions is FREE. If you decide to continue after the first session, the cost is $895.00 per participant which includes evaluation, training, coaching session, & handouts
RSVP: helene@trainingresourcegroup.com or call 215.320.4652

PROGRAM DELIVERY

Step One: Evaluations

Participants will take an on-line evaluation before they begin the program. The evaluation will determine their communication styles and strengths and weaknesses that will impact business development.

Step Two: Individual Coaching

Each participant will receive one coaching session. The coaching session will include the following: reviewing, the evaluation, building and designing an individual business action plan based on the evaluation and goals of the participant, and addressing challenges and concerns the participant may have about business development.

Step Three: Training

The program will be delivered over four sessions. Each class will be two hours in duration. The training will take place at The Training Resource Group's offices at 100 North 20th Street, 4th Floor, Philadelphia, PA. Training topics are listed below.

TRAINING PROGRAM MODULES

February 6th

Introduction to Building a Network for Business Development and Designing a Business Plan

Learn how to develop your own personal network for business development. Learn the basics of building a business development plan, and balancing your business development responsibilities with billing hours. Begin to learn how your friends, colleagues, school contacts, and other relationships can help you build your practice. We will introduce you to a number of ways to market yourself and we will help you choose a plan that works with your unique style.

February 27th

The Basics of Networking and Building a Memborable 30-second Commercial

Learn the basics of networking. Develop a plan that will help you choose appropriate events to attend, how to approach each event, and tips for turning the events into business contacts. Learn how to network with a plan, meet the people you'd like to target, and stay focused. You will also learn to deliver a "pain-provoking" 30-second commercial that will help you stand apart from the crowd, and be seen as a consultant rather than a sales person.

March 13th

Building a Stronger Network

Learn the secrets to participating in, or founding, a successful peer group, accountability group or referral group. Learn how to target strategic partners, teach those partners to give you good, strong referrals and measure the ROI on those relationships. Discover how to build your own Fortune 100 and develop the contacts you already have into new business. Use these skills to cultivate three to four new introductions per quarter. Begin tracking the results of your relationships to see if those relationships are leading to new business. Receive an introduction to learn how to cross-market and up-sell current clients. Develop questioning techniques that will enable you to uncover more opportunities for you, or someone else in your firm.

March 27th

Introduction to a Systematic Approach to Client Development

Learn how to design a personal business plan and use a systematic approach to build your individual practice. Begin to learn where to find your ideal prospects, and what motivates their choice in selecting a professional service provider. Differentiate yourself from your competitors from the first contact. Learn a system that will guide you through the client development process.