



Business development for technical specialists



This **four-hour** workshop is a highly interactive and practical course (without the dreaded role plays) which provides leaders with a path from technical specialist to business developer.

TARGET AUDIENCE: Any leader being asked to become a rainmaker
Any leader who feels less than comfortable in selling mode
Any leader expected to grow new business

COURSE OUTLINE

Rainmakers are born not made

If you wanted to sell things, you would have become a used car salesman

Acquiring confidence

Being clear on your value proposition
Being excited by your value proposition
Delivering your 'elevator speech'

The 'networking' bogey

Engineers don't do drive-by networking
Relationships are by-products of a process
Engineers understand processes

Following a process

It has to work for you
It has to work for your client
The four key elements

The art of chat

It's not a natural skill
Five steps to remove the fear

Mapping a game plan

Just follow this process

ADDITIONAL OPTION

Refresher workshop to embed the new skills and deal with obstacles inevitably encountered

COURSE OBJECTIVES

At the end of the workshop, participants will:

- Never have to apologize for failing the stereotyped 'rainmaker' criteria
- Be comfortable with a business development process that works for them and their organization
- Have confidence to embark on new approaches with clients and potential clients

About the presenter

Barry O'Sullivan has provided leadership coaching to over 350 leaders in the past nine years, following 22 years as a partner with KPMG. He also coaches leadership teams and Boards. He brings business, coaching, acting and personality type insights and skills to the workshop.



"The worst part about the promotion was that I knew I'd be expected to generate extra business. I love delivering projects but my business development skills will never satisfy our Marketing team. Your workshop has changed my whole outlook. I'm confident I can do business development and still be myself"