

## Workshop - effective personal marketing

Most partners and senior professionals have strong traditional personal marketing skills. However, winning clients in an ever more competitive market calls for a fresh approach, and updated techniques.

Julian Midwinter & Associates can help with workshops to develop skills in personal marketing and refresh personal marketing style to help professionals create a powerful persona and become a hot commodity among your clients and referral sources.

Using an informal, interactive style, valuable skills can be identified, improved, practiced, and taught.

Our half-day or full day workshops draw on current best practice to reinforce strong business development behaviours, and introduce your professionals to novel approaches which will take their personal marketing capabilities to the next level.

We will help your team develop skills and improve techniques to:

- raise professional profile
- spark client interest
- grow networks
- make great first impressions
- achieve share of mind
- build credibility
- use influence and persuasion
- project a powerful persona.

We use a combination of presentations, practical exercises, case-studies, role-plays, and interactive group discussion to tailor workshops to your professionals needs and improve personal marketing effectiveness for your firm.

If your team can benefit from a skills refresher and reinvigorated drive to attract more clients, contact us and we will design a programme to suit your requirements.

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