



WORKSHOP - SUCCESSFUL CROSS-SELLING FOR PROFESSIONAL SERVICES

One of the great divides between firms today is effectiveness in cross-selling. Converting the client of one partner or department into the satisfied user of a wide range of firm services is an effective means of developing profitable business which yields happier and stronger relationships with satisfied clients.

Successfully developing a network for internal referrals and ensuring complete client satisfaction across distinct service areas is a difficult task. Importantly, if it isn't managed correctly, you will potentially lose a previously satisfied and valuable client.

You also don't need to be pushy or "sales-y" to successfully cross-sell.

JMA's workshop will help you understand the basics of cross-selling opportunities, and equip you with skills to effectively and comfortably cross-sell your services.

Content

JMA's workshop covers:

- cross-selling: why firms must do it
- 4 types of cross-selling opportunities
- what are you trying to sell?
- critical areas that must be managed for success
- putting it into practice
- your referral network toolkit.

Outcomes

After the session, participants will understand the importance of cross-selling and know how to approach it in a way that will bring value to both their firm and their clients.

Audience

Anyone responsible for business development, including managing partners, partners, senior associates, practice managers, marketing directors.

Delivery

1 hour interactive workshop.

Many of our workshops may be eligible for CPD points. Contact us to find out more.

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