



## **WORKSHOP**

# **7 'SILVER BULLETS' OF PROFESSIONAL SERVICES MARKETING**

Many professional services firms suffer from a lack of visibility and credibility, no real point of difference from the competition, and partners and fee earners who consider themselves professionals rather than salesmen or marketers.

JMA's *Silver bullets* workshop will show you how your firm can stand out in an increasingly competitive marketplace, and counteract the effects of declining profits and ineffective marketing.

### *Content*

Participants will learn:

- why you should change your attitude and behaviour to business development
- how to engage potential clients without sounding confused or bland, and how to build trust and credibility so they become the professional/firm of choice over time
- the profit model all successful organisations must master
- how the answers to three simple questions can change your financial life
- what the real differentials are between competing firms
- the three management disciplines winning firms are obsessed with
- the must-implement ideas to drive profitable revenue growth in the modern world.

### *Outcomes*

After attending the session, participants will feel more confident about how to engage with clients, understand how to position themselves (and their firm) as experts, and be able to develop an achievable plan of action to attract new clients and win more business.

### *Audience*

Anyone responsible for business development, from managing partners to marketing directors.

### *Delivery*

Half-day or a full-day interactive workshop.

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

☎ +61 2 9968 4168 | @ [julianmidwinter@julianmidwinter.com.au](mailto:julianmidwinter@julianmidwinter.com.au) |

🌐 [julianmidwinter.com.au](http://julianmidwinter.com.au) | ✉ Suite 16, 357 Military Road, Mosman NSW 2088

