

GROWTH RE-IMAGINED

Welcome and thank you for joining today's program

Part 3: Re-Charging Your Business Development Team

Presented by:
Debra Baker & Tasneem K. Khokha
Managing Directors, GrowthPlay

Thank you for your patience. We will begin shortly.

If you have questions for the presenters, please submit them through the chat function. We will answer questions either during or at the end of the program.

If you have technical difficulties, please use the chat function also.



GrowthPlay®



GROWTH RE-IMAGINED

Meet Today's Presenters



Debra Baker, Managing Director
GrowthPlay



Tasneem Khokha, Managing Director
GrowthPlay

Part 3:

Re-Charging Your Business Development Team

Today's Objective:

Learn how to recharge your business development team in three key areas:

- Level-appropriate skill building
- Situational training
- Development for experience rainmakers



LEVEL-APPROPRIATE SKILL BUILDING

Experience Level	Business Development Skills
Junior Associates	<ul style="list-style-type: none"> • Personal Branding • Growing a Network • Client Experience Fundamentals
Mid-Level Associates	<ul style="list-style-type: none"> • Personal and Firm Value Proposition • Nurturing a Network • Client Experience Mastery
Senior Associates	<ul style="list-style-type: none"> • Thought Leadership and Association Leadership • Refining a Network • Client Team Leadership Fundamentals
New Partners	<ul style="list-style-type: none"> • Social to Business Transitions • Pitching and Closing Fundamentals • Client Team Leadership Mastery
Experienced Partners	<ul style="list-style-type: none"> • Selling the Firm • Pitching and Closing Mastery • Succession Planning

SITUATIONAL TRAINING & COACHING



Team-Based

- Practice groups
- Industry teams
- Client teams



Affinity-Based

- Diversity
- Women
- Laterals
- Practice group leaders
- Team leaders



Subject-Based

- Networking events
- Pursuit drills
- Pitch meetings
- Billing and fees
- Cross-selling

THE OPPORTUNITY: SEASONED DOERS-SELLERS



Guarding & Growing

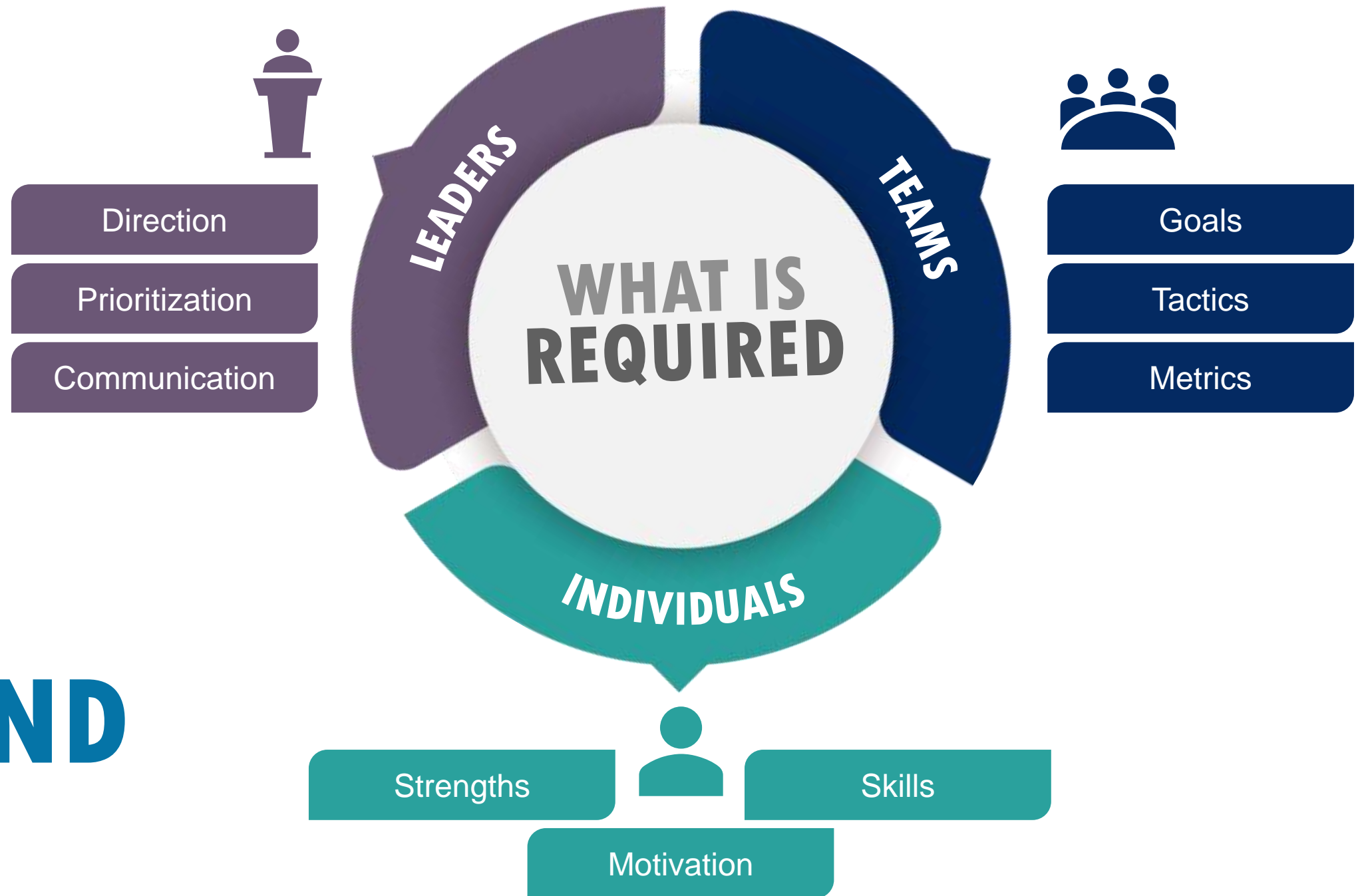
Proactive Cross-Selling



Accelerating Referrals



GROWTH IN 2020 AND BEYOND



CONTINUE THE CONVERSATION

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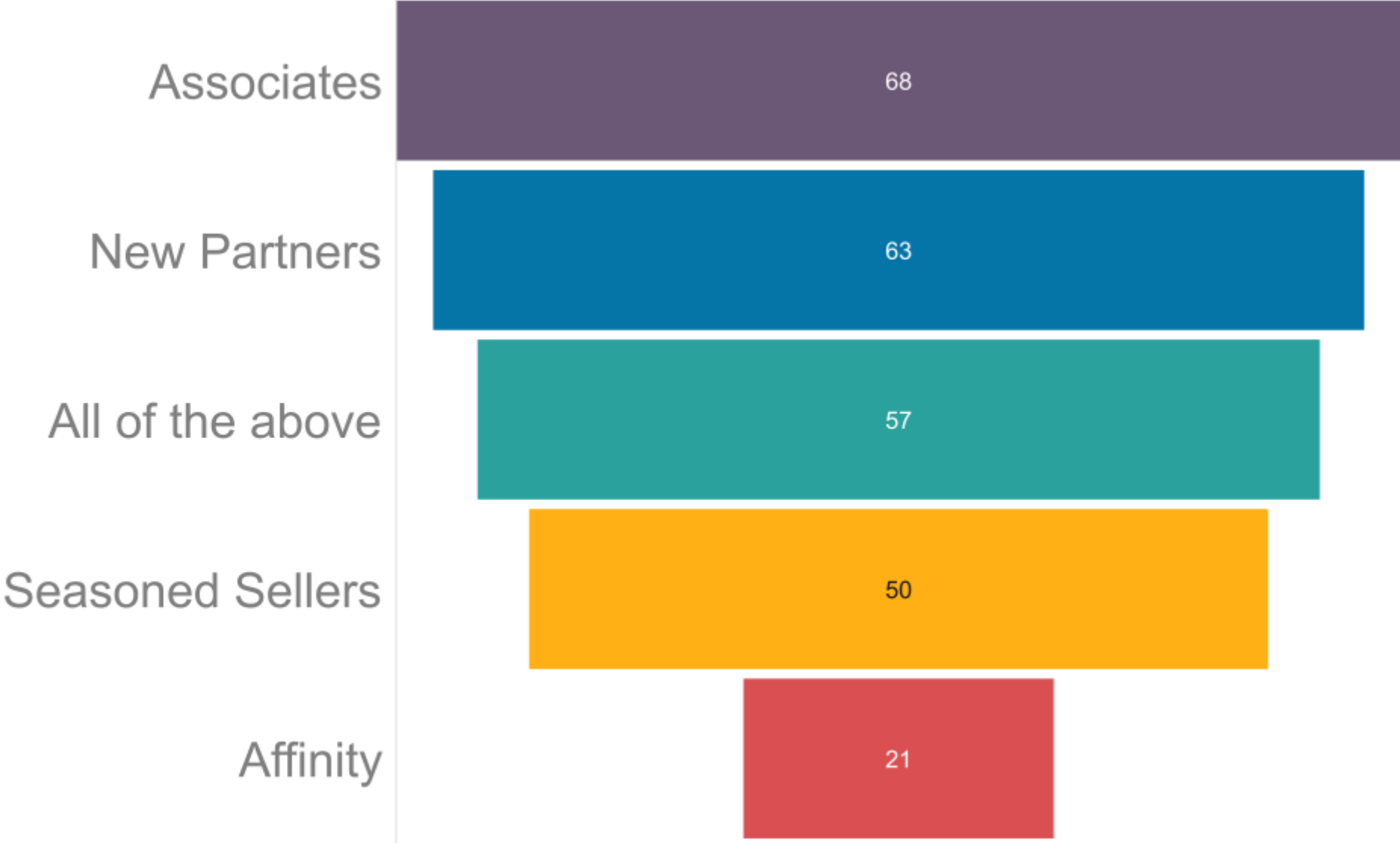
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PULSE SURVEY QUESTION 5

Our firm currently invests in business development training for:



PULSE SURVEY #6

**In 2021,
training
programs and
offerings will:**

