



How can you grow your business?



Engage Win Grow

www.thebdconsultancy.com

What do you want to achieve this year?

YOUR STRATEGY

ENGAGE

future clients in dialogue

YOUR GOALS

Strong sector intelligence

Phoning and emailing new contacts

Convey core strengths including via digital channels

Design and deliver successful new business campaigns

A range of outstanding events and seminars

HOW WE CAN HELP

Analysis of the marketplace and competitors

Write outstanding copy

Manage award applications and directory submissions

Appointment setting

Provide marketing resource to work with you on a flexible basis

Create a valuable list of decision-makers

One to one BD coaching, in pursuit of new business

Write outstanding copy and digital content, email and newsletters

Provide a BD or Marketing Director to work with you on a flexible basis

Event management - internal or client facing

Telephone and web based research and intelligence gathering

Appointment setting

Social media managers who can plan and manage your social activity

Help build and evaluate marketing strategy and plans

Manage PR and internal comms

Distill market intelligence for engaging thought leadership

Create, cleanse and enrich data on prospects

Manage PR and internal comms

Provide workshops on selling and account management

Provide workshops on networking and marketing

We can also introduce and manage a range of excellent connections including: film crew and actors, web-designers, search engine experts, recruitment consultants and software suppliers

Get in touch by calling us on **0117 456 2369**
or emailing **findoutmore@thebdconsultancy.com**
www.thebdconsultancy.com

What do you want to achieve this year?

YOUR STRATEGY

WIN
the work

YOUR GOALS

Clarity on which opportunities to invest in

Colleagues are confident and effective at meetings

A strong and accepted bid process

Comprehensive and compelling case studies

Effective presentations and discussion documents

HOW WE CAN HELP

Analysis of the marketplace and competitors

Document your method for building business

Document your method for building business

Write outstanding copy and deliver impactful design

Write outstanding copy and deliver impactful design

Share what is working for leading organisations

Provide bitesize workshops and guidance on networking and selling

Write outstanding copy and deliver impactful design

Interview your clients

Analysis of the marketplace and competitors

Interview your clients and prospects to identify future needs

One to one BD coaching, in pursuit of new business

Lead workshops and rehearsals for selling, pitching and negotiation

Structure credibility statements and personal blogs

Distill market intelligence for engaging thought leadership

Create pipelines which will be clear and effective

Lead workshops and rehearsals for selling, pitching and negotiation

Structure credibility statements and personal blogs

Provide bitesize workshops on marketing, selling and negotiation

Interview your clients

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What do you want to achieve this year?

YOUR STRATEGY

GROW

profitable relationships

YOUR GOALS

Effective account plans that are acted on

Colleagues are good at account management

Good vision of client opportunities and service issues

Clear financial returns

Good cross-firm knowledge and collaboration

HOW WE CAN HELP

Conduct key client reviews

Document your method for building business

Analysis of the marketplace and competitors

Introduce Finance Directors who understand sales and marketing

Document your method for building business

Create account plans which will be practical and effective

Create account plans which will be practical and effective

Interview your clients and prospects to identify future needs

Help build and evaluate marketing strategy and plans

Create account plans which will be practical and effective

Provide a BD or Marketing Director to work with you on a flexible basis

Provide workshops and guidance on account management and negotiation

Distill market intelligence for engaging thought leadership

Develop metrics to measure profitability of key accounts

Manage PR and internal comms

Provide workshops and guidance on account management and negotiation

One to one BD coaching, in pursuit of new business

Provide workshops and guidance on account management and negotiation

Measure and evaluate success of campaigns

Provide bitesize workshops on cross-selling and account management

We can also introduce and manage a range of excellent connections including: film crew and actors, web-designers, search engine experts, recruitment consultants and software suppliers

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1

What are your key strategies and goals?

2

What are the key challenges you face?

3

Which areas need better support to improve your results?

We have created an easy-to-view **Business Development checklist** to help you **Engage, Win and Grow** new business.

Whatever your strategy and goals, see how you could help your firm significantly increase its efficiency and future growth.



**We offer business development support
and advice on a flexible basis**

“The BD Consultancy was pro-active in assisting with ways to market and helped us gain a number of clients and raise our profile.” **Alistair Lord, Deloitte**

“They work as an extension of our own team; we are being fed a regular stream of meetings with people who have £100k plus to spend on our services.” **Ross Watkins, Occam**

“The BD Consultancy has given us the tools, and instilled in us the energy, to make our key account programme a fundamental part of developing our business which everyone has a stake in.” **Amy Kingdon, FTI**

Speak with us today



Peter Kane
MD & Founder



Des Greene
Director



Claire Fowler
Communications
Director



Caitlin Roxburgh
Director of Marketing, BD &
Responsible Business



David Bittiner
Associate Director

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