

Must-Do Tips No 53 – Business Development in Recession: Part 1

With the 'R' word truly on the economic agenda, the conundrum of how best to conduct business development in harder times springs to the fore. What impact will recession have on fee earners and the firm as a whole? What can marketing and business development practitioners expect? Will it be business as usual or will other rules now apply?

In the first of a series of newsletters, this edition of Must-Do Tips focuses on the initial step - seeing the business development implications of a recessionary environment for professional firms. Further newsletters will cover the practicalities of how best to respond to the new reality. A more comprehensive treatment of this issue can be seen in the article "Recognise the Impact of Recession". This is available **free** to members of the Professional Services Marketing Group by going to www.psmg.co.uk and signing in. Non-PSMG members can also obtain a copy - just press 'Reply' and type **Recognise the Impact of Recession**.

Tip 1 - recognise the impact

From what we hear, many clients are pulling or postponing projects that involve the use of external providers. Internal "rationalisation" i.e. reductions in headcount are also happening, which could have a profound impact on who your professionals deal with (a hint: there may be fewer of them!). Clients may too be looking to re-engineer how professional work is done (e.g. by taking more straightforward activities in-house) and, yes, there will be increasing price pressure and higher expectations of service for the work that is put out. So prepare your strategy for dealing with these changes (forthcoming Tips in this series will offer assistance).

Tip 2 - the firm responds...

With work flows reducing, some professionals are now able to indulge in spectacularly unproductive activities - pumping out no-hope tenders by the dozen is particularly popular. They need guidance and help to concentrate their efforts on doing the right things, so give it to them. Some other pretty quirky things can start to happen too - like giving unutilised professionals the chance to oversee your business development projects (N.B. this is usually not a good idea, so prepare your case)!

Tip 3 - prove your worth

Cost-cutting is not to be restricted to clients. To stave off the firm's hatchet blade, marketing and business development plans and activities have to identify and target the *real value* that they create for the business.



And that means *money* value - the contribution to revenue and profit that is generated. Anything less may not be enough.

People Scope works with professional firms to help them gain the skills and best practice for business development in recessionary times. For more information hit 'Reply' and type **BD in Recession Part 1**. The incentivisation of professionals to build better client relationships will be part of a forthcoming People Scope CRM Resource Paper entitled "**Motivating professionals to succeed**". To pre-register for your free copy, hit 'Reply' and type **Motivating Professionals**.

Of course you could always....go to our website at www.peoplescope.com.

We welcome feedback on what you think about "Must-Do Tips". If you like it hit 'Reply' and tell us specifically what you have enjoyed. If there is a topic or issue that you would like us to cover what is it? And if there is something that annoys, tell us too! We want to improve.

Finally, if you do NOT wish to receive "Must-Do Tips", click on this link [\[unsubscribe\]click here to unsubscribe\[/unsubscribe\]](#). Or press 'Reply' and type 'Unsubscribe': we will do exactly that.

Best regards.

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