

Must-do Tips No 55 - Role Re-orientation - BD in Recession Pt 2

Recession changes many of the rules and gives us that we once thought applied always and forever. Like, what sort of business development specialists will make most impact in these more parched times? Certainly a tougher environment means that the bar has been raised for marketing and business development practitioners. There are going to be winners and losers. The losers will be those who cling to the "handmaiden" model - sticking to the organisation of events, doing the partners' bidding without question, staying away from anything that might be seen as contrary.

But what **will** work?

In the second of our recession-focused series, Must-do Tips offers three ability pointers which constitute a mini-blueprint for the role in the here and now. Further newsletters will cover do's and don'ts for dealing with your existing and prospective client base. A more comprehensive treatment of the issue can be yours in the article **Re-orientating you and the firm**. This is now available **free** to members of the Professional Services Marketing Group by going to www.psmg.co.uk and signing in. It can be located on the Home page or in the Strategy & Planning section of the Knowledge Bank.

Non-PSMG readers of Must-Do Tips can also obtain a free copy of this article - just press 'Reply' and type **Re-orientating you and the firm**. If you would like a copy of the first article in the series, just hit 'Reply' and type **Recognise the impact of recession**. If you wish to sign up to receive the whole series as they are published, press 'Reply' and type **Business development in recession series**.

Finally, we will be running a lunchtime workshop for the PSMG entitled **Beat the Recession** on February 17 in London, addressing all of the major issues for marketing and business in these harder times. This is open to members and non-members. For full details and to register, again go to www.psmg.co.uk.

Tip 1 - Embed with client teams

Business development and marketing specialists who gain a deep knowledge of specific sectors and who work within professional team structures have a distinct advantage.

Because they are able to provide pragmatic tactical inputs and advice to their professionals, they gain respect and acceptance as part of 'the professional team' and can also support implementation of sales and client plans.

Tip 2 - Connect directly with clients

Likewise, the closer they get to clients, the more positive influence BD or marketing managers can have on how clients are developed, opportunities spotted, and additional services sold in.

These managers are able to develop a *direct* relationship with key client contacts - via attendance of meetings, transactional debriefs, client service reviews etc..



This is still NOT the norm in many firms and is a real test of the credibility and influencing skills of these managers to persuade their professionals of their value in being this close to the client.

Tip 3 - Achievement focus

If the abilities in the above tips are present, then business development professionals can help create and maintain up-to-date client plans that set realistic achievement targets, and that are sufficiently responsive to the rapid changes being witnessed in client markets. If not, then any plans that do exist remain static, form-filling artifacts of limited or no use.

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 2**.

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.

You can obtain free copies of past issues of "Must-Do Tips". Previous MDTs have covered the issues shown below. If you wish to receive any of these issues, just hit 'Reply' and type **Past Issues** along with the name of the issue(s) that you require.

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Best regards.

JAMES NEWBERRY

**People Scope, 6 River Court, Chartham, Canterbury CT4 7JN, United Kingdom.
 Telephone: 01227 730411.**

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