



ALISTAIR MARSHALL

How to build your Personal Profile to generate business leads and be seen as the Expert in your field

The session will focus on how to counteract the effects of ineffective marketing spend and demonstrate what it takes to stand out in an increasingly competitive marketplace.

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

Session participants will learn how to engage potential clients without sounding confused or bland and how to build trust and credibility, so they become the provider of choice over time.

Key points covered include:

- Why you should change your attitude and behaviour to business development.
- The profit model all successful businesses must master.
- How the answers to 3 simple questions can change your financial life.
- What the real differentials are between competing firms.
- The 3 things winning firms are obsessed with.
- The 'must implement' ideas to drive revenue growth in the modern world.

Key Takeaways - After attending this session, participants will be able to understand what it takes to be perceived as experts in their field and will be able to leverage this new-found status to attract new clients and win more new business.

Who is it for? - The session is wholly relevant for Business Owners, Managing Partners, Partners, Senior Associates, Practice Managers, Marketing Directors and others responsible for business development.