

**future marketing today**  
considered solutions



# BUSINESS DEVELOPMENT

Marketing and building your practice

# BUSINESS DEVELOPMENT ESSENTIALS FOR PROFESSIONAL SERVICES

Looking for effective methods to build a robust practice? Look no further.



Register by emailing [nicole@futuremarketingtoday.com](mailto:nicole@futuremarketingtoday.com)

For additional inquiries, WhatsApp us at 083 234 9883



# LEARN TO IDENTIFY GROWTH OPPORTUNITIES IN YOUR FIRM TODAY

- Creating long term value through client relationships.
- Identifying the GAPS and how to fill them.
- Developing Organic Growth strategies and Acquisition Growth Strategies
- The MAGIC in the numbers, how to find trends in your data

## Business Development more than just a tool.

Business Development has become a mission critical skill for all businesses today. If you are not implementing the skill at every level of the business you are playing on an unlevel playing field.

It can be guaranteed that your competitors are doing it! It is internationally accepted that businesses that don't implement Business Development strategies do so at their own risk



- What is Business Development and how is it different to Marketing
- How to assess current conditions for the Firm
- Compiling a GAP Analysis
- Organic vs acquisition strategies
- Client Retention Strategies
- Client Relationship Development
- Individual Profile Development
- Leveraging social media for business development efforts
- Importance of content development and PR activities
- Stumbling blocks to Business Development
- Support initiatives from the Marketing Department
- Magic in the NUMBERS

# Course Overview