

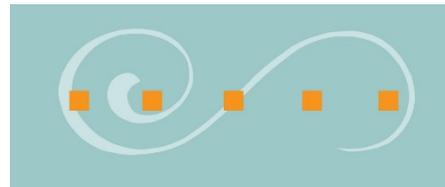
GO STRATEGIES

FUNCTIONAL TRAINING – MARKETING, STEP ONE



Go Strategies offers seller/owner training for every step of the BD process. These trainings are packaged for the way your company works best, tailored for your changing clients, and designed to engage your unique team and inspire your talent.

Working from the basic five step BD process, GO offers multiple programs relative to each step. These programs vary in length and can be customized to fit your team’s working schedule. Sessions are part lecture, but mostly workshop style events where staff is engaged and active in determining outcomes. The sessions described on this page cover the first of five steps, **marketing**. This first step sets the stage for everything to come.



START HERE



This session starts with a big picture look, covering how to pick markets and clients; but quickly builds into what you have to work with and where you want to grow. Market analyses, industry trends, and economic forecasts inform thinking and a degree of up-front primary research will set the stage for this session. Specific secondary research (client check-in reports, client perception surveys, staff analysis) also informs this session. With this data, the session becomes very focused on developing *your* clients and understanding *your* markets making the training highly relevant and useful.

YOUR VERY OWN BD PROGRAM



This workshop begins with industry definitions of marketing and business development and helps companies define what they want/need out of this frontline force in business. But industry definitions today aren’t necessarily the same as they will be tomorrow. A new and different generation is moving rapidly into the workforce. The way baby boomers define marketing and business development is not the way Gen X and millennials see it – from the consultant and owner perspectives. Like all GO training, the workshop is interactive and operates from your team’s perspective, first and foremost. With leadership, marketing, and seller/owners at the table, we take from how it’s been done and move forward. Then, we take it forward into creative options to enhance and build on what you already have, resulting in an understanding of business development that doesn’t just work for everyone, it’s *owned* by everyone.

“GETTING” CLIENTS



This workshop builds on *your* understanding of business development created in the prior workshop. It helps the team by focusing first on the clients and markets they know: understanding the big picture, the greater marketplace, the overall direction. But it also spends a lot of time on the unknowns. With this framework, we focus on strategic conversations with clients that connect the dots and fill in the blanks, while also building networks and making new connections. The workshop helps your staff understand how to ask the right questions and how to listen for the answers needed to decide which clients and markets to focus on, and more importantly, which markets and clients to steer clear from.

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LINKING WITH THE TEAM

Often taken for granted, strategic teaming begins with healthy conversations between staff, marketers, and leaders. Understanding what's at stake, the pros and cons, the strengths and weaknesses of one another is vital. Today, teaming is everything. Based on the concept behind the popular "BD Live" sessions conducted at SMPS, ACEC, and AGC; this session helps the audience understand how to talk to potential teaming partners from a prime and subconsultant perspective. The center piece of the session involves bringing a real potential subconsultant teaming partner to the table, then having a meaningful partnering conversation with them about real upcoming work. Then, a prime teaming partner comes to the table and a similar conversation is had about teaming again. It's followed by a what works and what doesn't work in this conversation with these other consultants at the table. At the end, staff sees how the teaming conversation works from two perspective teaming partners in two different scenarios.

INTEGRATING CULTURE WITH BD

Bringing it all together, this session works with your team to understand how to build, sustain, and grow a business development program that is a positive, proactive part of your business and your day-to-day operations. It works to help you develop ideas that integrate business development into your leadership and management, human resources, finance, and operational practices. For example, if your company is truly client-focused how often are you asking prospective employees about their networks, about how they represent themselves or their past employers with clients? Operationally, when clients call your office how does their experience begin and end, has your front desk staff been trained on customer service? Financially, do your invoices ask the clients how you're doing or do they simply ask to be paid? Integrating business development into all aspects of the business, puts your client's needs front and center and truly makes every staff person a marketer.

SETTING THE BAR!

Business development and marketing audits are quick and easy ways to set the bar.



BD AUDITS



- Seller doer interviews
- Client plan reviews
- Capture plan checks
- Marketing team interviews

MARKETING AUDITS

- Go/no go reviews
- Proposal reviews
- Interview reviews
- Marketing process reviews



OBJECTIVITY

Objective audits give you a clear perspective on what is being done, so you can determine how it might change for the better.

INNOVATION

Audits are good checks against industry standards, but they are also incubators for doing things differently.

