



BUSINESS DEVELOPMENT TRAINING

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brand
marquee

WHY US?

Reputation is everything.

The Brand Marquee is a brand consultancy, operating in a business to business (B2B) environment.

We believe reputation is everything. Therefore, we nurture businesses from the inside out. We work with you to transform the way your business and your people approach networking, client relationship management and winning work.

For your brand to be successful it is important that you develop your people's soft skills from building long term relationships to presenting themselves well. Training your people with networking, presentation skills and client relationship management will give you the edge your brand needs.

Word of mouth is the most powerful marketing tool there is, why not get your whole team to a level where their reputation goes before them!

TBM1: Networking to Win Business

TBM2: Essential Presentation Skills

TBM3: Client Relationship Management

TBM4: Life Skills for Graduates

TBM5: Away Days



“Susan worked with us to train employees at all levels, partners and graduates alike, on Networking to Win Business. The two-part programme of workshops were extremely successful in helping our firm promote a business development culture and provide our people with the techniques required to open and close new business opportunities”

- Mark Aston, Business Development & Marketing Director, Moore Blatch

NETWORKING TO WIN BUSINESS

Some client facing employees are filled with fear when faced with networking or building new relationships, but many are in a senior position so it is necessary for them to do so.

Networking is not a nice to have, it is a life skill. Networking skills can help advance business and career goals. With the right knowledge, skills, and preparation, the fear of networking can be eradicated.

The trick to networking at conferences and events, interviews or client meetings is adopting excellent non-verbal and verbal communication skills and a positive attitude.

As a result of this HALF DAY workshop, participants will gain skills to:

- Develop their inner charisma and work a room with confidence
- Improve their verbal and non-verbal communication skills
- Understand how to create new relationships from the first meeting
- Explore the elements of trust to move relationships from that first meeting to long term relationships and allies
- Prepare networking strategies to build on their existing networks

Who should attend?

- Directors / Partners / Senior managers
- Associates and middle management
- Graduates

ESSENTIAL PRESENTATION SKILLS FOR TENDER INTERVIEW

One person in the team can win it for you, and one person can also lose it.

Even the most experienced bid teams don't make it past the interview. Often the front runner in the written submission stage is knocked out for something as simple as basic personal presentation skills. Maybe one of the team is just not engaged or the presentation team not joined up.

Winning at tender interview takes a lot of preparation time from identifying the client's decision making drivers to presenting a coherent team. Knowing how to appeal to the client, using excellent verbal and non-verbal communication can give you that advantage.

As a result of this ONE DAY workshop, participants will:

- Develop a better understanding of the client's expectations during tender interviews
- Practice the skills required to be more confident in interview presentations
- Understand what it takes to be a team player at tender interview
- Relate your brand's messages to the client's needs

Who should attend?

All employees required to be at tender interviews from directors and senior managers to those on the ground - i.e. those expected to deliver the project.

"Susan worked with the senior team to remind us of some of the key issues when competitive bidding. We worked throughout the day to hone pitching techniques that would give us a competitive advantage. We believe this helped us refocus and win projects in the weeks following the workshop"

- Dominique Oliver, Partner, Pollard Thomas Edwards



“Excellent, hardworking and with empathy for the businesses they work with, The Brand Marquee transformed our business and marketing approach with real tangible benefits”

- Daniel Margetson, Managing Director, PinnacleESP

CLIENT RELATIONSHIP MANAGEMENT

TBM3

Over 70% of clients that leave, do so because they are unhappy with the relationship not technical competence.

It costs around six times more to recruit a new client. Why not retain and grow the ones you have? Creating allies for life through your clients and contacts will help your business thrive. So many consultants lose clients and contacts because they haven't truly understood their expectations.

To understand more about your clients, you need to know what drives them and how they like to work - from responsiveness to day to day communication or simply getting the job done with the right brief.

As a result of this ONE DAY* workshop, participants will:

- Understand what it takes to turn a client into an ally for life
- Understand the importance of a give to get relationship
- Learn how to identify which clients to grow or maintain
- Learn how to develop and manage client touchpoints across the whole company
- Develop a better understanding of the client's expectations and how to manage them
- Improve communication skills - day to day or liasing on the most sensitive issues
- Learn how to manage conflict issues

*This topic can also be carried out as a consultancy programme for culture change, mergers and acquisitions, implementing new key account management systems

Who should attend?

Client facing employees, Key account managers, Directors, Partners, Senior managers

LIFE SKILLS FOR YOUNG PROFESSIONALS

To recruit a new member of staff costs around £30,000 as it takes circa 28 weeks for them to reach the productivity levels you require. Why not give young professionals the opportunity to develop their life skills with you at the earliest stage of their career so they will stay?

Some graduates find certain situations difficult, from working a room to undertaking their first presentation with a client. This is because school, college and university doesn't really teach them skills such as striking up a conversation with a stranger, creating interesting and appropriate conversations or how to use verbal and non-verbal communications to their advantage.

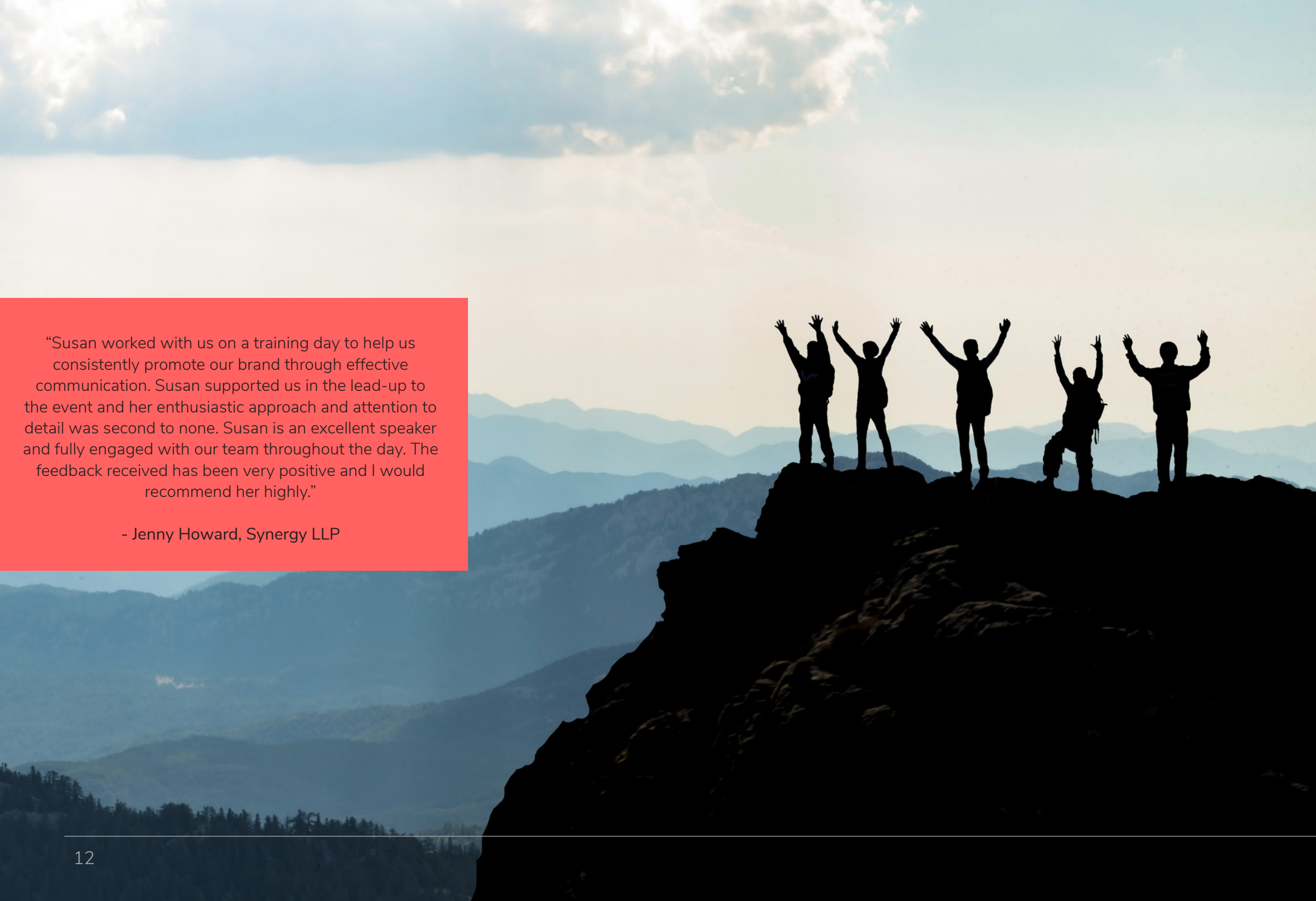
Graduates value organisations that give them more than just technical training. Like any employee they want to be empowered to do their job well, be given the skills to manage relationships, and experience greater self-esteem and presence.

By attending our workshop delegates will learn how to:

- Set goals whether leadership, new business or identifying new contacts
- Relate to different levels of clients and hierarchy within your business
- Manage conflict, positively
- Use verbal and non-verbal communications well
- Work a room with confidence
- Undertake or attend client meetings
- The importance of efficient working
- Develop listening skills

“Our graduates and trainees found The Brand Marquee's Networking to Win Business workshop extremely valuable. Attended by partners and associates too, our people learned the invaluable techniques required to open and close new business opportunities”.

- Mark Aston, Business Development & Marketing Director, Moore Blatch



“Susan worked with us on a training day to help us consistently promote our brand through effective communication. Susan supported us in the lead-up to the event and her enthusiastic approach and attention to detail was second to none. Susan is an excellent speaker and fully engaged with our team throughout the day. The feedback received has been very positive and I would recommend her highly.”

- Jenny Howard, Synergy LLP

AWAY DAYS

Building a brand is a challenge for all businesses but now is the time to do it.

Achieving consistency; raising the profile of your business so it is different from the competition; successful cross selling and acting as one team are the three aspects that all organisations aspire to have.

In this current UK climate, with the ever-increasing use of social media and the need to build long term personal relationships, it has never been more important for your brand to act as one team in a consistent way.

By bringing your whole team together for one day in a fun and interactive way your business can create a feeling of a one firm, one team approach.

The day is divided into four parts:

PART ONE: What is brand? Understanding the power of a brand.

PART TWO: Building relationships through strong personal communication skills

PART THREE: Social media: building a personal brand

PART FOUR: Client relationship management skills that deliver satisfaction

All seminars are filled with active delegate participation from pitching your company’s brand through to networking with colleagues they may have not even met before.

Which type of organisations will benefit?

Business to business organisations like professional service firms; construction businesses; tech businesses.



Susan Anderton DipM FCIM

susan@thebrandmarquee.co.uk

07812 460964

www.thebrandmarquee.co.uk

WORKSHOP LEADER

In 2013, Susan Anderton set up The Brand Marquee to support clients on the key aspects of their businesses – ***defining and building brands from the inside out; creating or refreshing a brand's visual identity; providing workshops for teams to develop the skills to win business and undertakes non-exec roles for SMEs through their change management programmes.***

Over the past 25 years, Susan has worked across diverse sectors including professional services and law, property and construction, leisure retail and defence. Susan's training expertise is working with professionals at all levels to develop their personal skills; improve tender interview techniques and their approach to networking.

A Fellow of the Chartered Institute of Marketing, Susan has the ability to create bespoke workshops which not only focus on developing the skills of the individuals but to identify and bring out the strengths of a business and the brand as a whole.

Reputation is everything.

The Brand Marquee is a brand and marketing consultancy which nurtures businesses from the inside out: your people; clients; contacts and brand values.

To perfect any extreme sport takes practice and determination to mitigate the risk.

Our workshops are all about mitigating risk and focus on developing personal communication skills and provides individuals with strategies to actively build their own profile and consequently have a positive impact on winning work.

17a-19a High Street, Alton
Hampshire, GU34 1AW

Email: workshops@thebrandmarquee.co.uk
Twitter: [@brandmarquee](https://twitter.com/brandmarquee)
www.thebrandmarquee.co.uk



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