

*To discover new
seas you have to
lose sight of
familiar shores...*



A PRACTICAL AND INTENSIVE ONE-DAY WORKSHOP

WINNING NEW BUSINESS

This workshop will provide a framework for your firm to plan, win and retain new business. Applying selling skills with discipline and rigour has never been so vital.



The content of this workshop is practical and action-oriented. It is relevant to all those within the firm who are interested / involved in winning new business, from the most senior partner to the most junior associate.

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Accredited by
Solicitors Regulation Authority
& The Bar Standards Board



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PROGRAMME

The following subjects will be covered in this workshop:

- Lawyers selling – the Good, the Bad and the Ugly
- Winning new business is a necessary capability
- Characteristics of new business “winners”
- Planning to win: the rational and emotional arguments
- Developing and applying deep understanding of your key prospects
- Creating a differentiated proposition that matches prospect needs – where is the “added value”?
- The pathway to the Pitch – what preparation is required
- Planning and delivering a winning Presentation
- The “After Sales Service” – client management and retention

Our Training Strategy is based on personalised learning: we aim to develop the competence of every delegate by actively engaging them in the seminars.

Course Presenter:

Greg Horne has over 25 years senior international marketing, sales, customer marketing and client service experience with blue-chip global corporations, developing and delivering winning marketing & selling propositions.

Greg has trained over 2500 senior and junior managers from more than 80 countries across 5 continents. These managers have been from a variety of business sectors and functions

Accreditation

EMG Associates (UK) Limited is authorised for CPD by the **Solicitors Regulation Authority** .

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