



BUSINESS DEVELOPER BOOTCAMP

AN ADVANCED SKILL-BUILDING AND NETWORKING WORKSHOP DESIGNED EXCLUSIVELY FOR DEDICATED BUSINESS DEVELOPMENT PROFESSIONALS IN ACCOUNTING FIRMS.

Business development professionals in accounting firms are faced with unique challenges that require a broad and diverse set of skills, unlike most traditional sales roles. To be successful, one must be effective not only at personal selling, but also at facilitating pursuit teams, coaching other individuals, and providing general leadership and support to the firm's sales efforts.

The Association for Accounting Marketing (AAM) has partnered with The Rainmaker Companies to offer this program designed specifically to help accounting firm business developers develop critical skills, foster collaboration, and facilitate networking among industry peers with similar challenges.

BENEFITS & OBJECTIVES FOR PARTICIPANTS:

- Develop vital BD skills through interactive learning experiences
- Learn from and share best practices with peers in similar roles
- Network with peers, creating valuable relationships to enhance careers
- Establish benchmarks to help build cases for firm improvements
- Build credibility and advocacy for the BD professional

KEY TOPICS INCLUDE:

- Optimizing Your Role as a Business Development Professional
- Building Teams for Pursuits and Client Development
- Setting Growth Goals and Priority Targets
- Aligning the Sales Process with How Clients Buy
- Managing a Pipeline and Leading Strategic Opportunities
- Coaching Teams and Individuals to Maximize Performance

WHEN:

October 26-27, 2017

WHERE:

The Rainmaker Companies
1801 West End Avenue, Suite 800
Nashville, TN 37203

WHO SHOULD ATTEND?

Business Development Executives, Directors, Managers or other growth-focused professionals with sales responsibility in accounting firms.

COST:

\$850 fee includes classroom training, DiSC assessment, materials, breakfast and lunch. An optional dinner also will be coordinated. Special hotel rates are available.

REGISTRATION:

Visit www.accountingmarketing.org to register.

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Presented in partnership with:



AGENDA

DAY 1: THURSDAY, OCT. 26

Morning Travel and Arrivals

Networking Lunch: 12:00 pm — 1:00 pm

Classroom Session: 1:00 pm — 5:00 pm

- Program Overview and Introductions
- **Optimizing Your Role as a Business Development Professional**
 - Understanding firm drivers behind growth and BD
 - Aligning the BD role with firm/partner expectations
 - Overcoming key challenges of the BD role
 - Aligning incentives/rewards with desired outcomes
- **Building Teams for Pursuits and Client Development**
 - DiSC profiles — recognizing and leveraging personality traits
 - Assembling and engaging the right players on client pursuits
 - Leveraging the marketing function

Cocktail Reception: 5:00 pm
(immediately following session)

Optional Networking Dinner

DAY 2: FRIDAY, OCT. 27

Continental Breakfast: 7:30 am

Classroom Session: 8:00 am — 12:00 pm

- Review Day One
- **Setting Growth Goals and Priority Targets**
 - Setting SMART growth goals
 - Assessing market potential
 - Identifying and prioritizing targets
- **Aligning the Sales Process with How Clients Buy**
 - Gathering relevant client and market intelligence
 - Facilitating collaborative sessions to identify needs and develop solutions
 - Leveraging advisory services to break through and demonstrate relevancy
 - Mapping decision makers and influencers in an organization
 - Resolving terms with stakeholders to close the deal

Networking Lunch: 12:00 pm — 12:30 pm

Classroom Session: 12:30 pm — 4:00 pm

- **Managing a Pipeline and Leading Strategic Opportunities**
 - Analyzing the pipeline and making strategic adjustments
 - Incorporating Key Performance Indicators (KPIs) into BD leadership
- **Coaching Teams and Individuals to Maximize Performance**
 - Utilizing a framework and best practices for coaching people and teams
- **Wrap-Up and Adjourn**