

## Business Development Leadership Group Opportunity with Darren Smith January 2011 – June 2011



### Situation:

Adults learn most effectively through executive coaching and through peer groups. This combination is the “highest-protein” professional development method you will ever experience. You will realize maximum professional development benefit for the time invested.

### Objective:

What if you wanted to raise the bar on a specific business development process or behavior and you had access to an executive coach, a like-minded group of peers, best practices and subject matter experts to help you do it? How would it be valuable?

The Business Development Leadership Group delivers that value to you...

### Method:

Through participation in this group, you have the opportunity to access an **executive coach who specializes in business development**. Darren helps you reach higher levels than you could alone. You also have a peer group to meet with twice per month for an hour on a facilitated teleforum. The group follows a specific agenda to 1. deliver just-in-time support on your challenges, 2. introduce best practices (both business development process and behavior), 3. deliver access to subject matter experts and 4. add a level of accountability to move you forward.

### Measurement:

A quantitative, 10 point scale assessment is used to score 12 different behavioral areas related to business development to chart your progress. Also, a complementary, qualitative, written assessment is utilized as a “data point” to capture additional results.

### Results / Value:

- \* **Improved Processes and New Prospecting Ideas** - You will learn seven processes to improve your business development speed and reliability – **Balancing Passive & Proactive Business Development Activities, Evolving Your Client Generation Pool, Choreographing Your Calendar, Simplifying Tracking, Upgrading Templates & Scripts, Leveraging Technology and Building Alliances that Actually Work.**

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- \* **Enhanced Skills** - You have the opportunity to learn three business development skills - [Applying The 80/20 Principle](#), [Understanding The Principles of Persuasion](#) and [Learning the Art of Questioning \(Appreciative Inquiry, Strategic Inquiry, as well as, learning the difference between situation, problem, implication and need pay-off questions\)](#).
- \* **Increased Sales** - You will gain renewed energy and focus in regards to business development. Participation in this group experience delivers a rare opportunity to stop breathing your own exhaust and draw some fresh-air into your business development effort.
- \* **Access to a Support Structure** - Creation of a carefully matched network of cross-discipline, like-minded industry professionals. This network delivers resources and accountability to you long after the formal group ends.
- \* **Increased Chance of Success** - You will increase your sense of confidence and control which will attract more clients and build the firm's brand.



### What's Next?

The financial investment is \$400-500/month for six months. [There will be 6-8 participants from non-competing firms in your group.](#)

The time investment is:

- \* Two, scheduled, one-hour teleforums facilitated by Darren per month from **January to June 2011.**
- \* Unlimited "Laser Coaching" (15-20 minute coaching telephone calls with Darren around a specific objective) between teleforums – [Optional.](#)
- \* Contact with members of the Business Development Leadership Group between scheduled teleforums – [Optional.](#)
- \* One, two-hour (face to face) visit six months after the group has formally ended to share successes of the past year and energize the efforts of the new year – [Optional.](#)

Selection of the group is based on a "first in, first out" policy. If two competing firms sign-up, the first one will have the first opportunity to be part of a group and the second will be added to a waiting list for the start of the next group. You could start in a group in January 2011 if you register now.