



DFK

**Emerging Leaders Conference 2022**

# Recommended learning journey

## Day 1, morning session

### *How to win new business and develop business relationships*

#### Workshop topics and learning outcomes

- Explore the key components for effective business development – goals, habits and mindset
- Where to focus your efforts - defining your ideal client base
- Becoming more visible to your target clients
- Preparing for and conducting a meeting with a prospective client
- How to move a prospect forward to becoming a client
- How to understand the prospects' needs and communicate your value fluently
- Evaluate how to overcome prospect resistance and objections
- Evaluate how to harness the power of digital engagement
- Learn how to embed business development into the working day

#### Suggestions for delegate interaction:

- Inside the mind of a prospect client - roleplay
- Developing an individual tailored business development plan

## Day 1, afternoon session

### *Building a powerful business network*

#### Workshop topics and learning outcomes

- Understand how to network in the post pandemic world
- The Golden Rules for preparing for a networking event
- Learn how to confidently enter a room full of strangers
- Understand how to create that powerful 'first impression'
- Learn to remember people's names and 'work' a room
- Understand how to articulate key messages when describing your firm
- Evaluate key communication skills – listening and body language

- Harness the power of business story telling
- Learn different strategies for staying front of mind with your connections

**Suggestions for delegate interaction:**

- Elevator pitch roleplay
- Learn how to craft powerful follow up messages on LinkedIn

## **Day 2, morning session**

### ***Strategic client relationship management***

**Workshop topics and learning outcomes**

- Understand the goals of successful client relationship management
- How to build up an understanding of your client's business, challenges and ambitions
- What keeps clients loyal?
- Managing value in the client relationship
- Determine how to add structure to client relationship management activity
- Key personal qualities required in building successful client relationships
- How to manage difficult conversations and negotiations with your clients
- Practical steps to create opportunities for new work from existing clients

**Suggestions for delegate interaction**

- Roleplay – a meeting with a sceptical client