



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

ICAEW Trainer



Sue Mitchell, FCA

Sue is an experienced facilitator and accredited executive coach with over ten years' experience as an in-house executive coach within KPMG. Her expertise includes the development of the talent population, leadership skills, skill-based workshops and transitioning into senior roles.

Prior to becoming a coach and facilitator, Sue advised on corporate tax, having qualified as a chartered accountant. This enabled her to develop first-hand experience of working in professional services and business environments. She focuses on helping clients to achieve practical and realistic targets, through gaining clarity on goals, developing insight, challenging assumptions, and facilitating change. As well as applying knowledge and business expertise, she also draws on a broad range of tools and resources including psychology, MBTi, Eqi and NLP as appropriate.