

## **You're Not Selling Widgets Anymore**

On June 12, PSMA member Beth Seabright presented "You're Not Selling Widgets Anymore: How to be Successful at Selling Professional Services" at the Association of Accounting Marketing/AICPA Summit in Las Vegas. Beth's program focused on the right steps to create and implement a successful business development program at your firm. The steps to follow include:

Step 1: Secure buy-in from the top to launch the program on the right foot: The best way to engage professionals in a business development program is by the actions of your firm's leadership.

Step 2: Generate excitement around the launch of the business development program: Have a catered breakfast; offer a training session.

Step 3: Customize your approach for different personality types: Take the time to capitalize on the strengths of each of the professionals you are coaching.

Step 4: Developing a useful contact list: Challenge your professional to create an extensive contact list and prioritize those contacts that have the opportunity to refer business.

Step 5: Create a business development plan that professionals will actually follow: Plan no more than three months out with measurable, realistic goals.

Step 6: Execute the plan: Help your professionals set one-on-one meetings and prep your professionals on what to say/what not to say in a meeting.

Step 7: Put your professionals in their comfort zone: Provide moral support for your professionals, offer training programs, share articles/blogs with business development tips and help your professionals develop answers to difficult questions in advance.

Step 8: Play an active role with proposals and presentations: Customize with each proposal, assist with the fee, prep your team for the presentation.

Step 9: Keep the momentum going: Celebrate successes, set regular meetings to follow up, hold quarterly training programs, implement creative business development initiatives.

Beth Seabright is President of Seabright Group, a consulting firm focused on helping professional services firms enhance their business development efforts and increase revenue through innovative coaching, training and other consulting services. Beth can be reached at [beth.seabright@seabrightgroup.com](mailto:beth.seabright@seabrightgroup.com) or 412.654.3305.