

Will Business Development Coaching Generate Revenue?

Are you responsible for attracting new clients to your professional services business? Most people do not think of lawyers, accountants, architects, and other professionals as salespeople. However, most are required to develop relationships that bring opportunities to their firms. Surprisingly, colleges do not require marketing classes for many of these disciplines. The surprise comes when they get a position where the boss expects them to become “rainmakers.”

Business development and sales skills are teachable. A good coach can help you generate revenues for your firm. So, what can a coach do for you?

1. Help you build your personal brand.
 - Manage your online presence.
 - Increase your perception as an “expert” your field.
 - Help people “find” you when researching what you offer.
2. Show you how to be visible to your target market.
 - Identify your best clients.
 - Investigate the clubs and associations where these people are members.
 - Help you with marketing initiatives that produce eyeballs.
3. Assist you with your networking strategy.
 - Choose the right events to attend.
 - Review pro bono opportunities.
 - Build productive relationships.
4. Write your personal marketing plan.
 - Learn about traditional and innovative marketing initiatives and select the best for you.
 - Set goals and a plan to reach them.
 - Prepare a calendar for successful execution.

Perhaps a coach can help you analyze your comfort level and style. The coach often assists with promotional options and help plan marketing initiatives that are best for each individual. A good plan with an execution strategy leads to success.

Author Bio: Denise Horan is founder and principal of Integrated Management & Sales Consulting. She provides purposeful solutions to help businesses grow revenues, find new marketing opportunities, and develop effective leaders. Learn more at www.denisehoran.com. Contact her at denise@imsconsulting.net.