

STUART LOTHERINGTON

Senior Partner

Started in business development in 1988.

Ran biz dev teams up to 250 people in UK / USA.

Has consulted on over 200 business & account development consulting projects in organisations since 2006.

Recently completed a BSc in Psychology.

Worked with organisations in UK / USA / India / Middle East / Far East / Africa / Latin America.



At SBR Consulting, he has worked with over 40 companies from Fortune 500s to SMEs in various industries, helping them to develop business development strategies, for consultants and professional services at execution & leadership .

SBR Consulting's Background

Specialist in Business & Account Development Strategies and execution

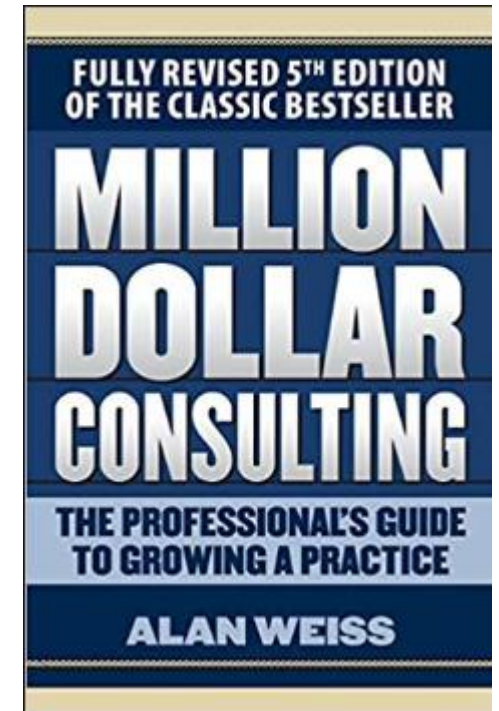
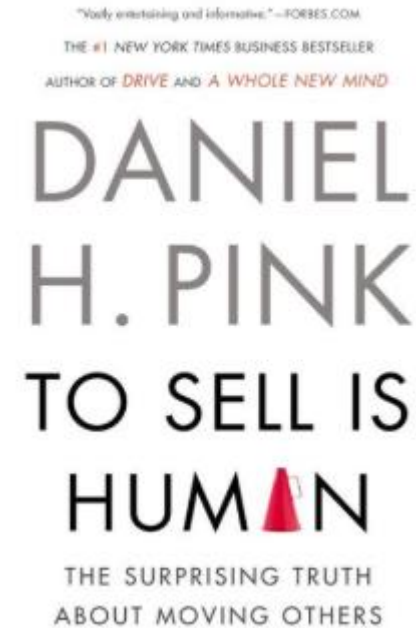
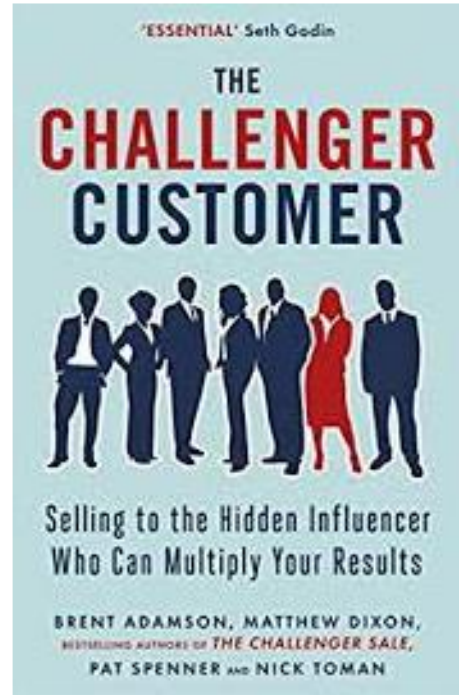
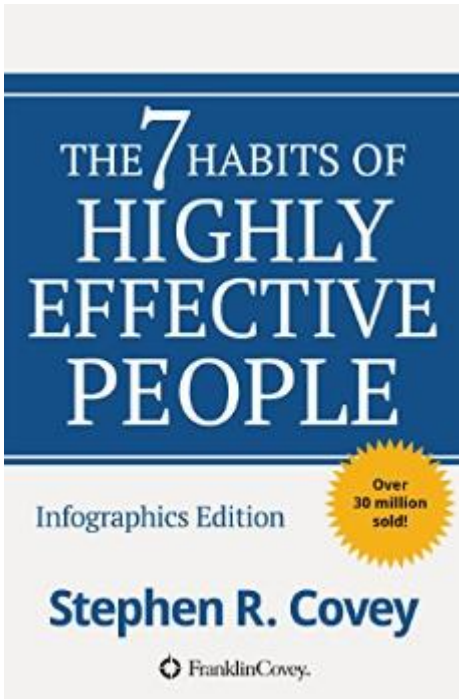
A division of The Southwestern Company. In sales since 1868.

14 companies in the group – travel management, financial services, professional services, recruitment, digital.

Combined annual turnover of \$350m.

Have driven performance improvements across most sectors & all around the world.







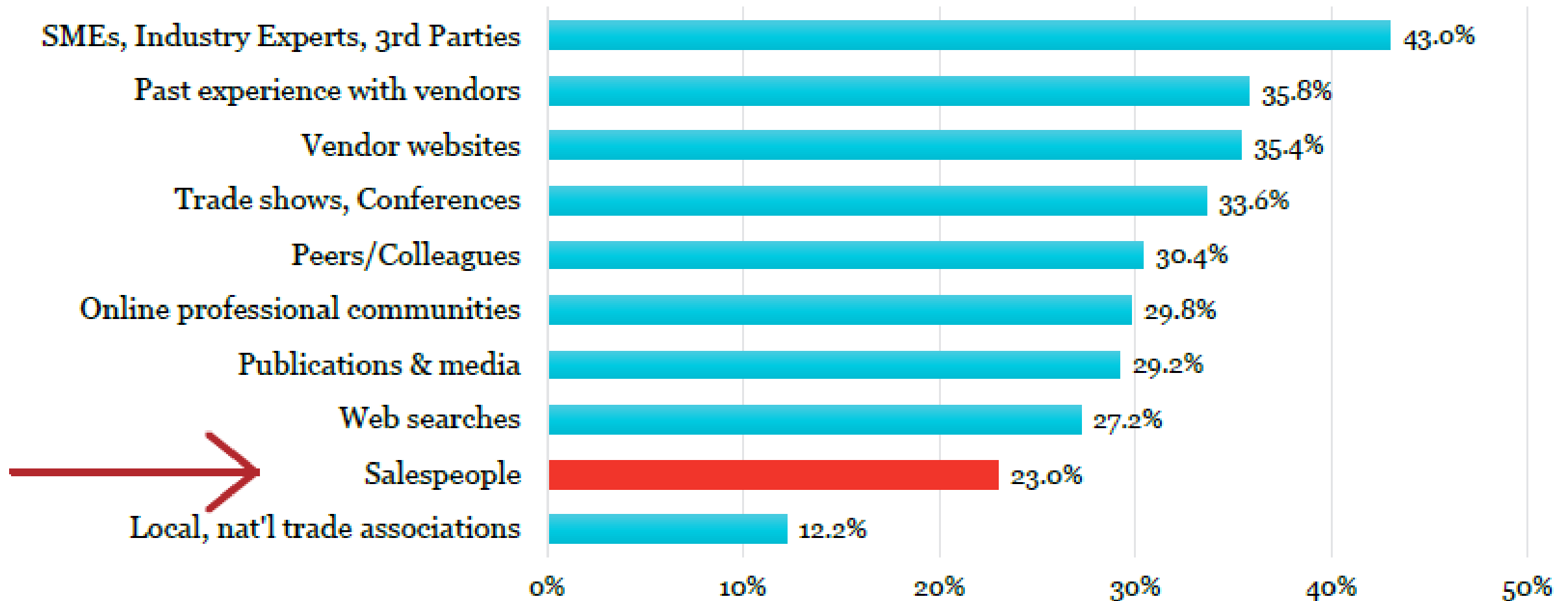
SOME OF THE LEGAL INDUSTRY CHALLENGES

- The landscape is changing
- Institutional challenges
- Client insight/foresight is becoming essential
- Sales/Business development is considered a ‘bad’ thing to do

Some of the reason for lack of change

- The Senior individuals can leave the business shortly – why take risks?
- Business Development is someone else's job
- Compensation is on billable hours
- Sales/Business development is considered a 'bad' thing to do
- I don't want to be seen to want to 'Ask' for business
- Business Units are siloed and don't share information
- People are not helped to help, 'just do-it'!

Preferred Resources to Help Solve Business Problems



The Success Habits Triangle ©

“The Common Denominator of Success is forming the habit of doing the things that unsuccessful people don’t like to do.”

Albert E. Gray

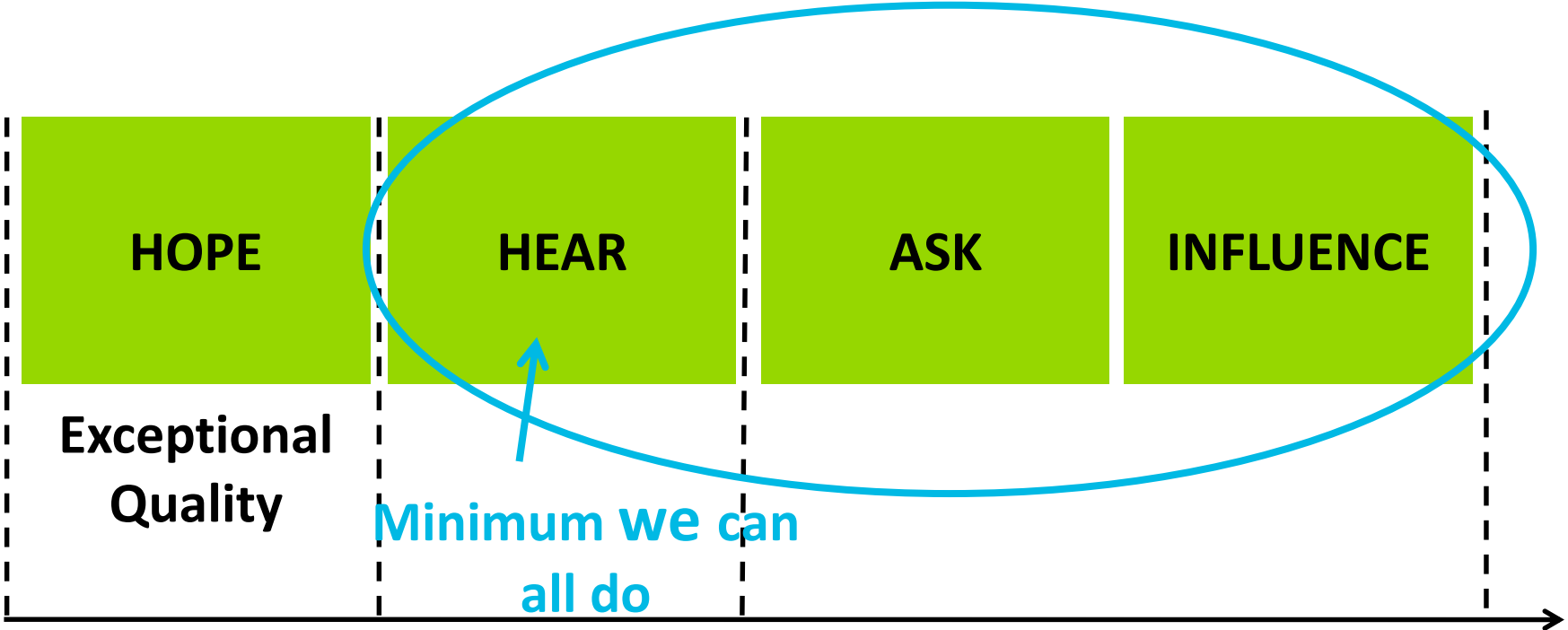


HOPE, HEAR, ASK, INFLUENCE MODEL

HOPE HEAR ASK INFLUENCE MODEL



Mindset



Client Delivery

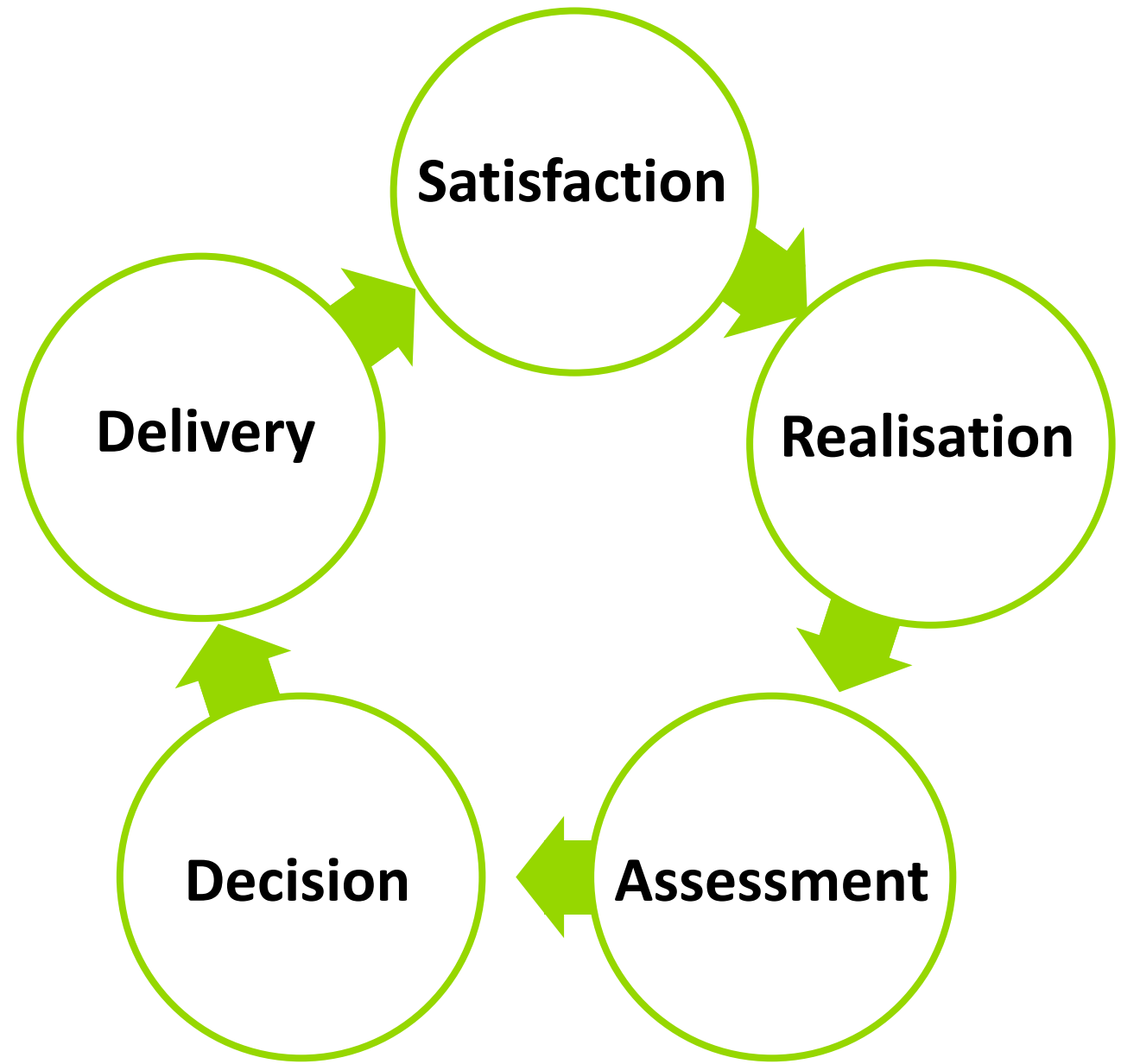
It is easy to actively listen

Proactive Business Development

WHY DO CLIENTS CHOOSE YOU?

“If you have not deliberately formed the habit of prospecting for needs, regardless of wants, then unconsciously you have formed the habit of limiting your prospects to people who want what you are selling and therein lies the one and only real reason for lack of prospects.”

Albert E.N. Gray, *The Common Denominator of Success*



81%

**Want to speak to someone that can provide educated
advice**

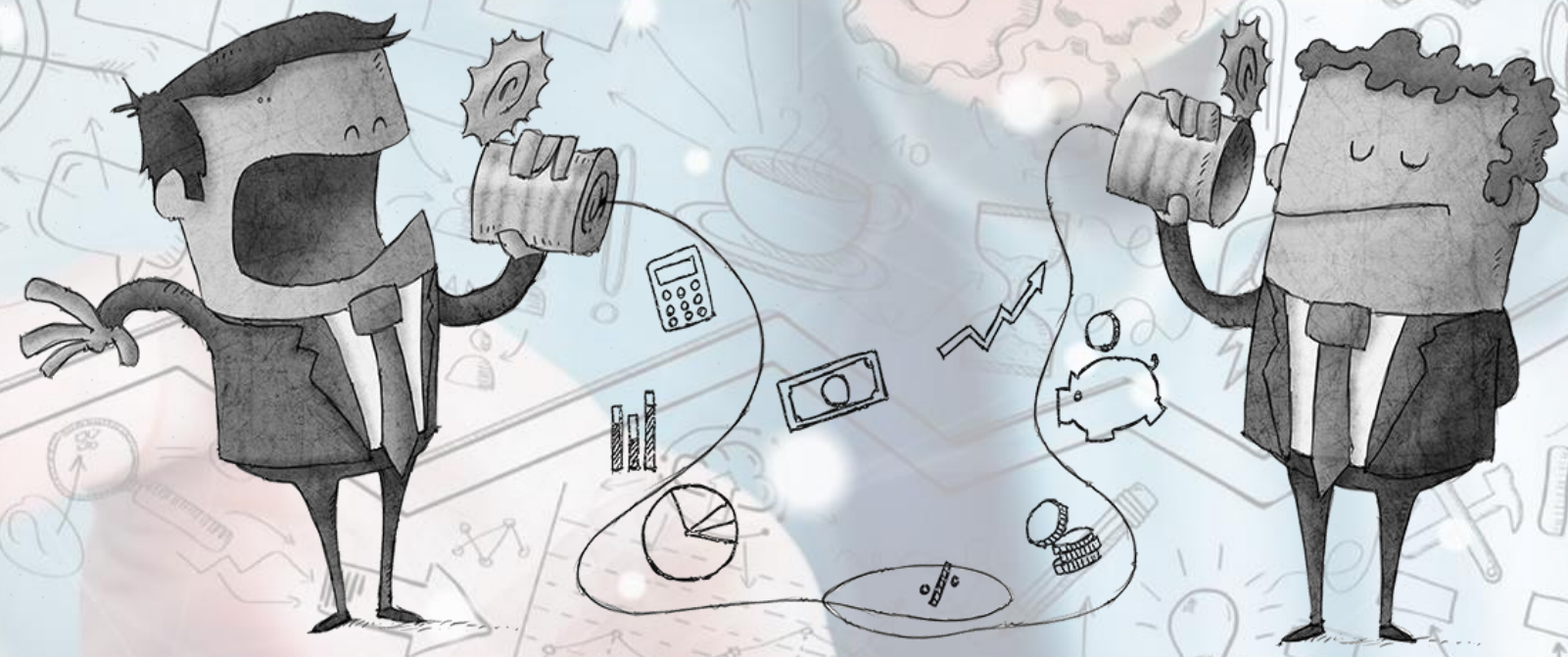
Source: Protocol Global 2015

WHAT IS THE #1 COMPLAINT ABOUT PROFESSIONAL SERVICES?

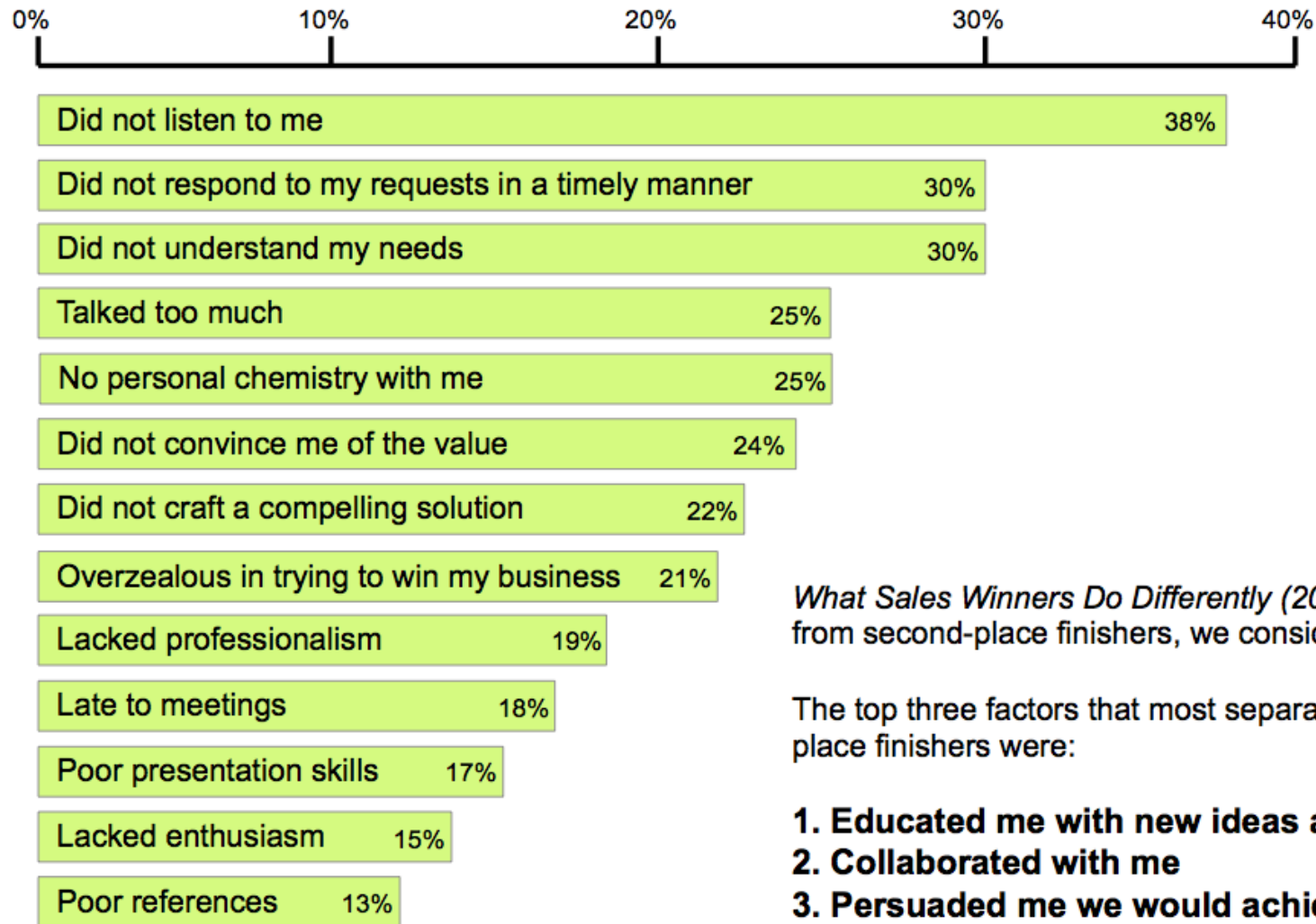
THEY TALK TOO MUCH!



& THEREFORE DON'T LISTEN!



COMPLAINT CHART

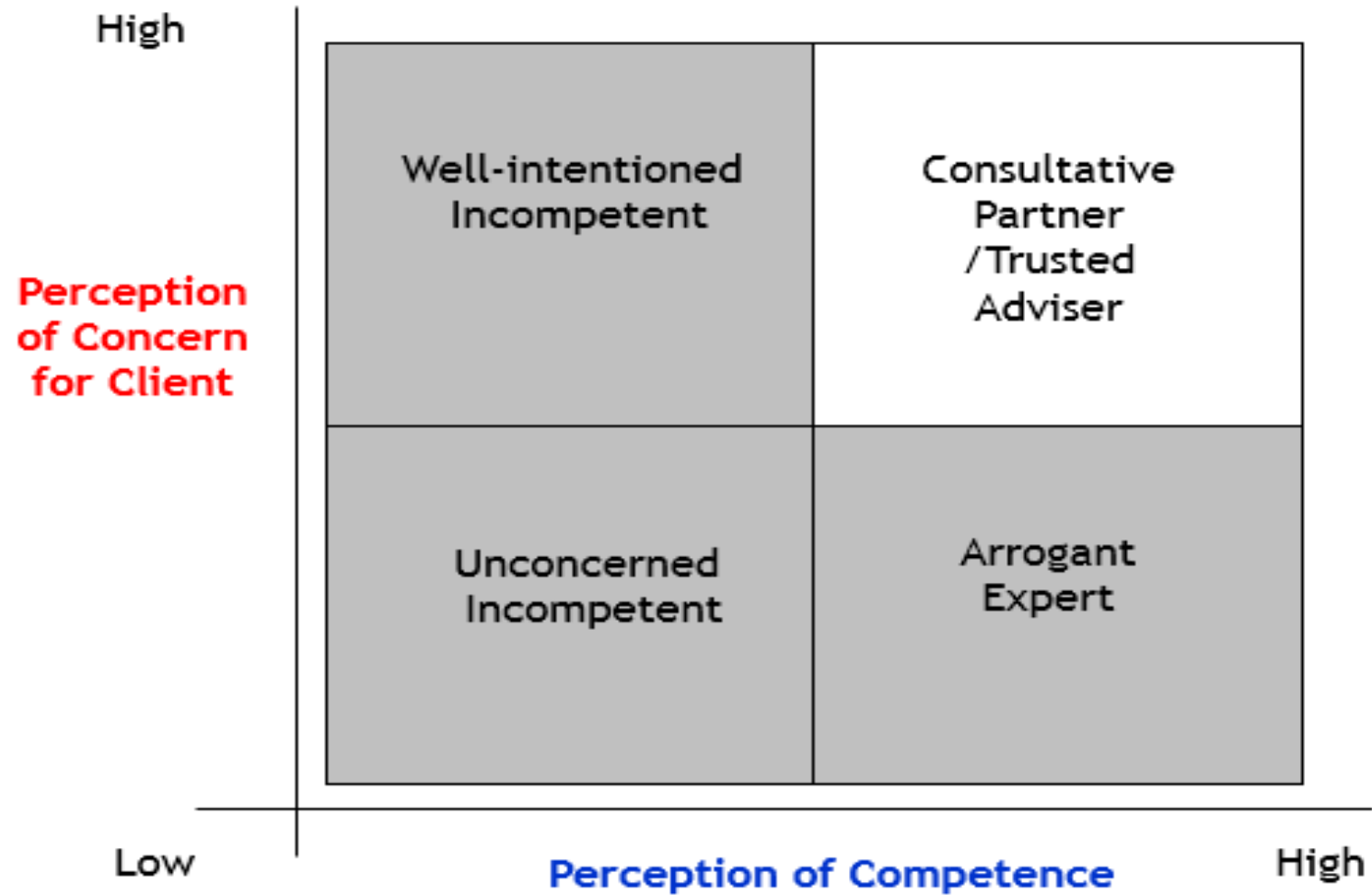


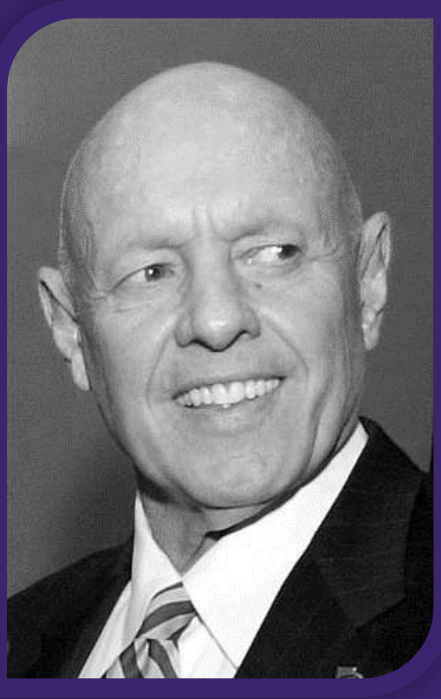
What Sales Winners Do Differently (2016) research, winners from second-place finishers, we considered 42 factors.

The top three factors that most separated winners from second-place finishers were:

- 1. Educated me with new ideas and perspectives**
- 2. Collaborated with me**
- 3. Persuaded me we would achieve results**

THE ARROGANT EXPERT?





Stephen R. Covey
1932 - 2012

*“Most people do not listen with the intent to understand;
they listen with the intent to reply.”*

Meetings

Do you have a clearly defined client engagement process?

Do you have a clearer communicated client engagement methodology?

Do you know who your buyers are? (Sales personas)?

Q uestion

U nderstand

I nfluence

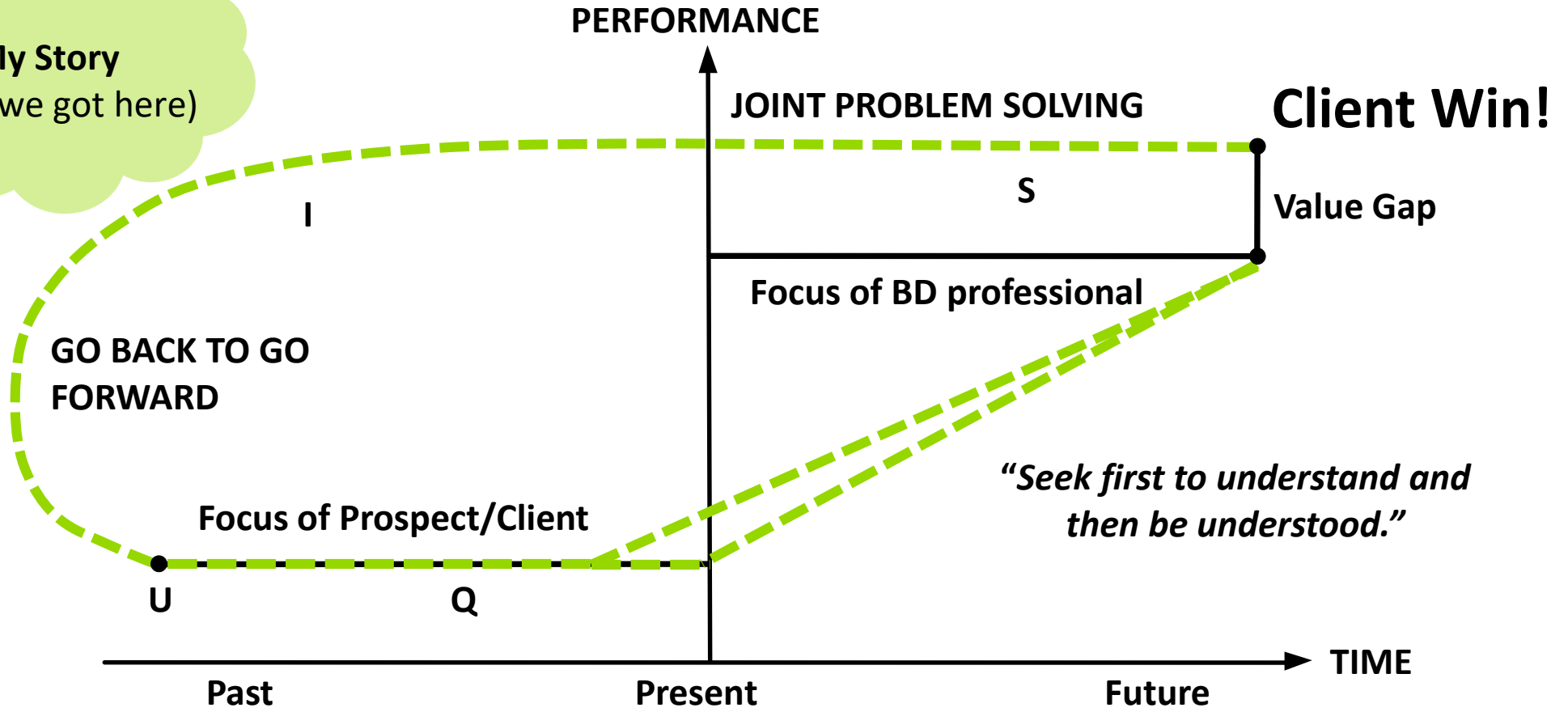
S olidify





Let them get everything out
before 'influencing'

My Story
(How we got here)



WHAT IS YOUR QUESTIONING PROCESS?

Questioning is not easy though...

Let's discuss different types of questions you have been taught:

- Open questions
- Closed questions
- Others

Why do these not always work when opening up a meeting / call?

Opening the Meeting

- Set the scene

(“Thanks for your time...”)

- Clearly state the objective / agenda of the meeting/ call

(“Obviously I’m here to talk about...”)

- Encourage them to be open minded

(“Brought some ideas that might work for you...”)

then...

(“But before that what would be helpful is to understand the wider context of the....)”)

Pass the talking baton

- Use Cluster Questions (“But before we do what would be really helpful...”)



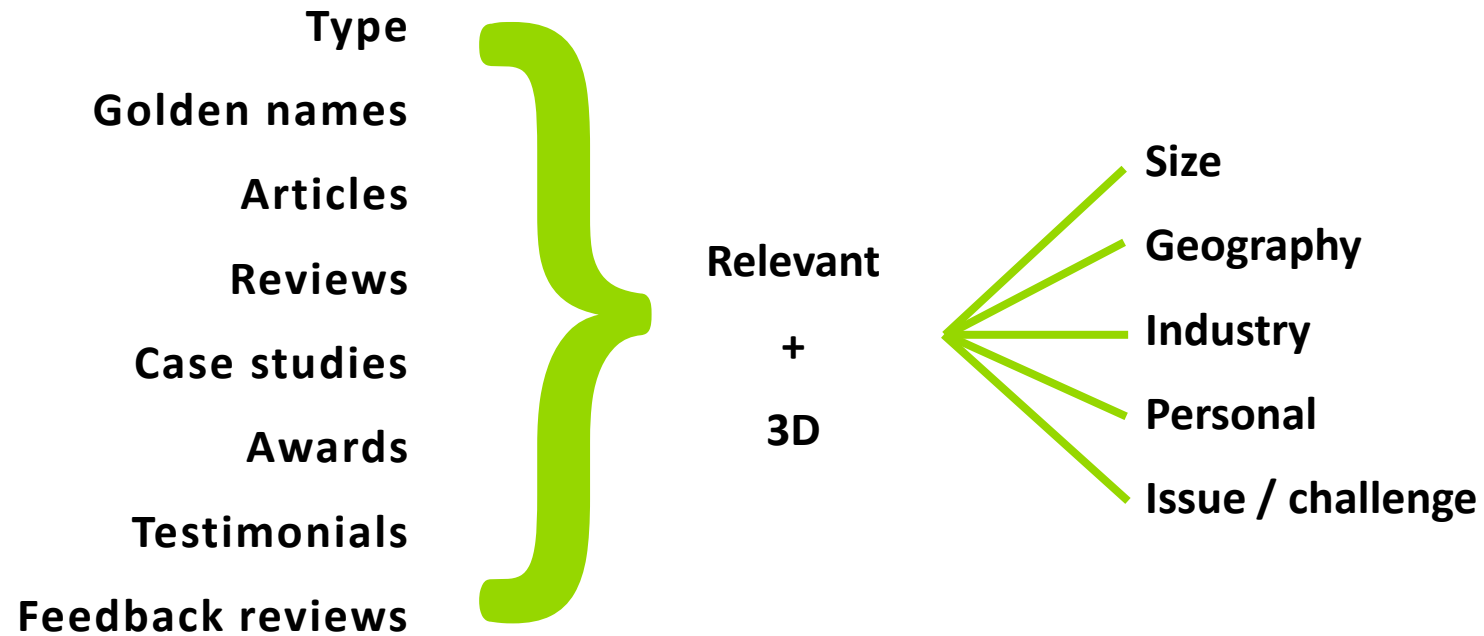
WHAT IS YOUR QUALIFICATION PROCESS?

Buying vs Selling

Get them talking (Ask Questions)
Let them feel in control (Give choices)
Seek permission

THIRD PERSON VALIDATION

Categories of Third Person Validation



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- Visit www.SBRConsulting.com
- for more tips and tools on professional selling.

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At SBR Consulting, he has worked with over 40 companies from Fortune 500s to SMEs in various industries, helping them to develop sales strategies, train sales people and sales leaders, consultants and professional services.