

GGI PRACTICE GROUP WEBINAR BUSINESS DEVELOPMENT & MARKETING

Thursday, 18 February 2021, 10:00 am EST (Eastern Standard Time) | 16:00 pm CET (Central European Time)

Guest Speaker: Steve Fretzin

The Art of the Ask: How Professional Service Providers can Overcome the Fear of Asking for the Business and Really Get it

Most professional services leaders wish someone had told them years ago the importance of business development skills and bringing in new clients. In today's competitive environment, it's never been more critical to have processes and specific language in place to make the "ask" in a more natural and non-salesy manner. In this interactive workshop, Steve Fretzin will answer questions including:

- Why are professionals so afraid to make the ask?
- How does our strategy change depending on whom we are speaking with?
- What are the key steps to walking a buyer through a buying decision?
- How to follow through and avoid chasing after the client?

Please join author and business development coach for professionals, Steve Fretzin, as he navigates you through the ins and outs of business development to make the "ask" without having to convince, sell, or pitch your prospective buyers.

About the Speaker



Driven, focused, and passionate about helping business professionals to reach their full potential, Steve Fretzin is regarded as the premier coach, skills trainer, and keynote speaker on business development.

Over the past 16 years, Steve has devoted his career to helping professional services providers master the art of business development to achieve their business goals and the peace of mind that comes with developing a successful practice. In addition to authoring three books on professional services marketing and business development, Steve has been featured in the Chicago Tribune, Crain's, Entrepreneur.com, and as a content expert on NBC News and WGN Radio.

When not helping people develop more business, Steve enjoys fishing with his 13-year old son, Andrew, and traveling to new places with his wife Lisa.

We kindly thank our sponsors:

This webinar is for members of the Practice Group and any GGI members wishing to join the PG. Please check within the internal area of www.ggi.com for the link to register or simply click on the button shown. We use Zoom for our meetings. Once you register, the meeting ID and password will be sent to you.

[REGISTER NOW](#)

*If you are unable to register, it might mean that we do not have you in our database. Please email Anita Szoeki (szoeki@ggi.com) so that we can add you to the invitee list.

*Need to check the time in your time-zone? [Click here](#).