

GGI PRACTICE GROUP WEBINAR BUSINESS DEVELOPMENT & MARKETING

Tuesday, 11 May 2021, 10:00 am EDT (Eastern Daylight Time) | 16:00 pm CEST (Central European Summer Time)

Chair: Jim Ries; Guest Speaker: David Ackert



Outselling the Competition: Business Development Models for the Forward-Looking Firm

Most professional services firms take a traditional approach to business development, relying on long-term relationships and referral sources to source new opportunities, and measuring very few business development metrics save originations. But a new approach, borrowed from the sales divisions of successful corporations, is starting to emerge among forward-looking professional services firms. This new approach integrates a consultative model into business

development conversations and tracks leading business development indicators for a clear advantage over the traditional model. In this program, business development expert David Ackert will discuss:

- How sales management, targeting, and consultative selling can be translated effectively into a professional service culture;
- Where to find efficiencies in your business development process;
- How to establish and track leading indicators at your firm for a clearer picture on where your originations are trending; and
- How to enhance the business development culture at your firm.

About the Speaker

David Ackert, MA, is the President of Ackert Inc. and its subsidiaries, and business development mentor to thousands of high-achieving professionals in the legal, corporate, A/E/C, and accounting sectors. Over the past two decades, David has developed and implemented revenue acceleration programs for hundreds of professional services firms around the globe.

He is the founder of several technology platforms including the PipelinePlus software suite. His programs are winners of "Your Honor Awards" in both the US and Canada, are featured in NLJ's "Technologies on the Rise," and rank as the top-rated offerings in their G2Crowd category.

David regularly keynotes at partner retreats and serves as a guest lecturer at USC's Marshall School of Business, Carnegie Mellon University, and at the UCLA School of Law.

His work has been published and quoted in several business books and media, including the Los Angeles Times, the National Review, the Daily Journal, the Wall Street Journal, Above the Law, Attorney at Work, The Recorder, and the Los Angeles Business Journal. His Market Leaders Podcast has won JD Supra's Reader's Choice Award every year since its launch.

David is the co-founder of Voices in Harmony, a mentoring organization that has worked with at-risk youth around the globe. He co-produced and appeared in the documentary film, After Kony: Staging Hope, chronicling mentoring programs he

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helped to design and facilitate for former child soldiers in Northern Uganda. The film was used as part of an awareness-raising campaign that raised millions of dollars for health and education in underserved Ugandan communities. David's charitable work earned the "Difference Maker" award from one of his alma maters, Ithaca College.

David is a Fellow at the College of Law Practice Management. He also holds degrees from Carnegie Mellon University and The University of Santa Monica, from which he earned a Master's in Psychology.

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.

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