



BDM PRACTICE GROUP MEETING

How To Generate Work Within GGI

Warsaw

22nd April 2016

Agenda

- 1) Introduction
- 2) Foundation/Expertise
- 3) Strategic Plan for GGI
- 4) Tools Within GGI
- 5) Marketing Tools
- 6) What To Do At Conferences
- 7) Types of Referrals
- 8) How To Make An Introduction
- 9) Follow Up After Conferences
- 10) Conclusion

How To Generate Work Within GGI

1) Introduction:

➤ Relationship Building



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2) Foundation/Expertise:

- Partners
- Staff
- Languages
- Get a professional coach

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3) Strategic Plan For GGI:

➤ Agree conferences to attend & number of delegates

Inv	Event name	Location	Category	Date	Docs	Registration
Se	GGI PG Meeting Litigation & Dispute Resolution	Verona, Italy	GGI Practice Group Meetings	27/05/2016		
Jo	GGI PG Meeting International Taxation	Verona, Italy	GGI Practice Group Meetings	27/05/2016		
	GGI Italian Business Summit			27/05/2016		



Practice Groups

Home > Practice Groups

Around the world GGI members actively participate in the various GGI Practice Groups. The Practice Groups are institutionalized interest groups established by active members of the organisation and are open to all GGI members throughout the different disciplines. Being involved in these groups allows our members to remain at the forefront of their professions by providing their clients with a global organization of professionals with similar practice focuses and interests through which they can:

- Exchange information to find better approaches and solutions to clients' issues.
- Stay connected to international information and issues relevant to areas of their practice.
- Exchange ideas, experiences and views to further strengthen communication among fellow members.
- Gain insight into specialized issues.

It is the firm intention of GGI to strengthen the position of the Practice Groups and establish and develop new ones to become specialized and focused tools. Practice Groups should aim to become marketable, efficient and competitive products in order to obtain, maintain and better serve clients of GGI member firms. Practice Groups are an important element to underscore the various specialized fields of expertise of GGI and its member firms.

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“Making the most of the GGI network – making the most of YOUR network”

By Simon Bastin

We all have networks. Networks of friends, networks of work colleagues and, of course, professional networks – be they networks of clients or, as in all our cases, the GGI network. Professional life has always been about networks and connections. It takes time to build, develop and cultivate these relationships and in many cases it is our most valuable asset. If your networking strategy is to create as large a group as possible it may be time to re-think your strategy. You are potentially doing more harm than good. Bigger does not necessarily mean better. Picture the scene: a networking event of 100+ people, everyone there to “make the sale”, “give the pitch” or to give out as many business cards as possible – a touch of wilderness

the eye – some refer to this as the “hungry wolf syndrome” where it is glaringly obvious that the primary objective is to “sell”. Avoid this at all costs! It’s about developing relationships. Good networking and use of networks relies on your ability and desire to truly develop and build relationships. When your intention is to develop relationships, you can be your authentic self, not your “selling self”. If you’re developing focused, healthy relationships, in which someone you know needs a service that you provide, you will be at the



forefront of their mind and there’s a very good chance they’ll come to you.

Four ways to build and maintain a network of strong, quality relationships:

1. Segment your connections: Position and market yourself differently to different types of contacts – be a source of useful and helpful information for them – do not sell to them.
2. Respect your relationships: It works both ways – you have to give something unconditionally – how will this help them and be relevant to them?
3. Maintain your network: Networks move and change, more so now than ever before. A clear benefit of maintaining the quality of your focused relationships is keeping close to them, so you are better keeping your list short, enabling you to therefore keep in regular contact with them as appropriate.
4. Make your network personal: A personal relationship creates a level of trust that really sets you apart from the thousands who might be looking at the same contacts – real people with real issues that you can help with.

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Simon Bastin

Memery Crystal is a market leading firm with a strong reputation as a commercial legal practice. Main practice areas include corporate, banking/leas finance, dispute resolution, employment, real estate and tax. The firm has particular experience and expertise in a number of industry sectors, including finance, natural resources, financial services, prop-

erty, media and technology.
Simon is Business Development Director at law firm, Memery Crystal, with over 15 years of experience. Simon sits on the Management Board and specialises in real estate, client acquisition and retention.

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4) Tools within GGI:

- Easy meet/ Developing leaders conference
- Insider newsletters
- Practice Group newsletter
- Exchange programme for staff
- GGI LinkedIn
- Use GGI Staff



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5) Marketing Tools:

- Develop Products and tax structures
- LinkedIn
- Facebook
- Website
- Webinars
- Meet GGI Members outside conferences



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6) What To Do At Conferences:

- Connect with delegates before the conference
- Target the people that you want to get introduced to
- Attend all meetings and workshops
- Arrangements with your partners/staff
- Signup for excursions
- Join the debate
- Stay for a drink or two after dinner



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7) Types of Referrals:

- Direct instruction
- Indirect instruction
- 3rd Party Referral
- Recommendations
- Fees



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8) How To Make An Introduction:

➤ Phone Call



➤ Email



➤ Face to face

➤ Skype



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9) Follow Up After Conferences:

- Share knowledge with partners/staff
- Follow up with GGI Members
- Respond to emails within 24 hours

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Conclusion

Thank you for your attention

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