



## Workshop Practice Group Enhanced Business Opportunities – Solid Business Matching Platform

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### Protocol: Patrycja Strzelecka

1. Advertising in not a good idea, however PR yes.
2. First of all make sure you offer good product and good services than your client will refer you to new client. Make visible your quality. But don't use your professional wording / language which is not understandable for clients – can not always be understood from clients.
3. Speak the language the client will understand, think of the wording and work on the working with a PR specialist how to communicate with the client – think with the head of the client
4. Grounding of the application – make sure you put correctly the client name, age etc – do not make mistakes – another way of making your quality visible

How to make new business / sell more services in the order of the following priority:

	Old product	Old / adapted product	New product
Actual long-term client			<b>3</b> – because he trusts me, it's easy
New client	<b>7</b> most effort (time and money) to win a new client	<b>8</b>	<b>9</b>
Client from a client			

Diagram illustrating the flow of business opportunities and client acquisition:

- Red arrow: 1 (Old product) → 2 (Old / adapted product)
- Blue arrow: 2 (Old / adapted product) → 3 (New product)
- Green arrow: 3 (New product) → 4 (Client from a client)
- Orange arrow: 4 (Client from a client) → 7 (New client)
- Green arrow: 5 (Client from a client) → 6 (New product)

**Growth from inside – with the existing products or with the existing clients.**

It is easier and most cheaper.

## Selling package / upselling

Product A, B, C, D and that the full package – look for package pricing

How to charge the client:

1. Per hour
2. Per solution

	1 <sup>st</sup> case / client	2 <sup>nd</sup> case / client	3 <sup>rd</sup> case / client
Price / h	100	70	70
Number of hours	100	70	50

Some times it's better to sell solutions that to sell hours.

That depends on the project (tax consults is usually per hour), certain legal solution (company establishing) may be per solution project, accounting can be monthly fixed fee.

Important is to follow the profitability of the business / calculated the number of hours dedicated on a project to ensure it is profitable – you need to renegotiate up or can lower you fee.

The compensation system with the client must take into consideration client's expectation but also our costs and profitability.

We can get referrals from:

- Clients
- Other institutions
- Colleagues

What are the system / standard processes / rules how to proceed with a new client referred by an existing one:

- Ask the new client who did recommend you / how did he come to us?
- Say thank you properly (it should be a standard operating system in the process, you should implement the system not only to the management but also to the entire team)
- Small gift: Send a bottle of wine, invite for dinner?
- Make a thank you party for the clients, client appreciate it
- It is not necessary to give money or invoice reduction of 15%
- Bringer's fee – credit from invoice to the client or to a colleague (in case of referral from other professionals):

- Replicate – if sib introduces me, I will introduce him to my connections
- Commission system / compensation: example: 10% during 24 months of the cooperation
- Same can be applied for GGI referrals

What apart to commission shall we offer to other GGI members: WIN - WIN

- Trust
- Quality of services
- personal relations
- Binding clients

What could GGI enhance / improve:

- More information about each other
- Information in a structured way
- Be more proactive – how?
- Business development opportunities are more than tax planning (which became almost taboo topic)
- We have tools, intranet, but personal, face-to-face contact work best (conferences)
- Legitimate, insider information - if we serve the client for 5 years, we know him and can recommend as a low risk opportunity to other GGI colleagues
- Use more technical equipment to do monthly teleconferences
- We need faster information via internet

**Be near to the client, ask the client what they plan for the next months – this is how we can generate more business for us and for GGI partners.**

Establish **TASK FORCE** about specific topics, e.g.: How to absorb EU funds:

- Sell the idea to other colleagues
- Make a teaser for a new product / service

**How to enhance sales force in GGI:**

1. Initiation system (intranet with information e.g.: Who what to sell and buy hotels and match contacts -> special client business) – we need somebody to follow up the information on the intranet. First stage: members who sign up for a certain topic and we develop a protocol when by entering a request, it gets automatically sent in the form of an e-mail sent to other members who signed up for the same topic. (As a follow up a draft of non-disclosure agreement should be prepared to fix the rules of passing information.) Second stage: every member can login occasionally to the intranet and review all the new entries that have been posted on the intranet.

2. Post request for expertise. Ask for help those members who had similar cases in their countries.
3. Awareness in our companies (practice) that there is a potential additional source of income from this intranet
4. We all are selling on a daily basis even if we don't do consciously but based on a consulting meetings, but we need more training on sales tools (improve our sales skills should be as homework)
5. Preferred partner for an organization ex. To set up tax rules of employing expatriates coming to a certain country (UAE). GGI could negotiate a special offer – for that case we need a sales force. Members should be ready to propose as preferential cost structure for clients who have approached GGI as preferred partner.
6. GGI should look for new partnership: Amcham, a leading concierge company. GGI HQ should report until the world conference in Budapest about what new partnerships it was able to establish.
7. Use Easy meets to organize training on sales skills.
8. ? Why GGI talks only about lawyer, tax advisors and management consultants, why no accountants are mentioned?
9. Think of “new packed” products responding the needs / current problems: CRISIS, SECURITY, MOBILITY ex. Health checks, dept collection over the border, how to ensure liquidity from legal, tax, MC point of view.
10. Ideas for GGI products: Due diligence as a, business development product (GGI is a platform for business development consulting), Tackle the crisis – check list for interview with client,
11. Should GGI come up with idea of new products (crisis gives opportunity for new product to help clients), do workshop with client looking at his current situation, analyzing, as selling additional value –added service. Don't create the product first. First think why the client should need the product, what need we can satisfy with a product, what is the need of the market. In GGI practice group we should think of and discuss 2-3 client needs and work on create a product – share experience.
12. Sharing of idea for product and marketing concept ex. Outsourcing of financial controller function

## Intensive discussion about the renewed Solid Business Matching Platform

**Solid Business  
Matching  
Platform**

