

# Building winning client relationships for growth

Wednesday 29th September | 13:00-14:00 BST

Hybrid Leadership series

GETTING HYBRID RIGHT

## Top tips

### Mindset

#### Devolve BD/Sales ownership

Encourage ownership for growing relationships and build comfort with a shift to 'sales'

#### Sell in teams

Move towards a team selling culture, through tech and knowledge share

#### Focus on broader enablement

Take a broad view of your client's world – what can you do to help them?

### What

#### Maximise digital

Embed digital channels in your BD functions - use digital content more as a lead gen tool

#### Identify BD/Sales criteria for meetings

Create consistency around when to use in-person, virtual or hybrid

#### Align BD/Sales process with values

Ensure BD activities are aligned with your firm's and your clients' values

### How

#### Prioritise hybrid stagecraft

Invest in how to run effective hybrid BD calls and pitches – and practise

#### Be creative with connection

Look for new ways of connecting with clients, such as walking meetings

#### Give a recommendation

Clients' resources are stretched, so offer a point of view or recommendation

“

**And so the human touch, personal touch is the mindset.**

I would suggest collaborating internally. So, speak to other people, see what synergies there might be, see who you could be introducing one another to, and in a way to get some thought leadership out and connect

“

**It's actually demystifying everybody was always the salesperson**

It's allowed associates who previously said 'Oh, it's not for me, I can't do BD, I can't do selling' - to find their own space, because they've started to value the connection that they've been able to build with clients.

”