



the CLOSERS GROUP

SEMINARS AND WORKSHOPS

Partner Business Generation (3 – 4 hours)

- Business Generation Process
- Expanding Relationships
- The Firm's Business Development Culture
- Combining Individual Brand with Firm's Brand
- Refining Partner Tactics
- Corporate Decision Making
- Giving and Receiving Client Information
- Vocabulary
- Customized target, Pursuit and Tracking Plan

Invisible Marketing (50 – 90 minutes)

- Surprising Sources for New Business
- Value of Meetings
- What Clients Really Want
- Don't Talk to Your Partners
- Opportunities from Rejection
- The 60/40 Bonus
- Offering One-More-Thing

12 Essentials to Generating Business Now (50 – 60 minutes)

- Target, Organize, Pursue and Close
- "Tormentor" Role
- Go/No Go Decision Making
- Enhancing Strong Links with Marketing
- Getting More for Your Dollar
- Celebrating Wins and Wins
- Business Generation Vocabulary

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