

# How to do business development from home

'BD from home'

live webinar

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There is more to business development than just going to networking events and follow up coffee meetings

1. Use the telephone & video conferencing to stay in touch with key contacts
2. Create content to help you stay visible to your network and make you more likely to get found via the search engines
3. Review, refresh & post more on LinkedIn

# 1. Telephone & videoconferencing

Create your list of lapsed clients, referrers & other professional contacts (i.e. not open matters)

Plan your conversation

Structure your call

Follow up

**Key considerations:**

- # Who has referred or made an introduction to you in the last 12 months?
- # What existing referrers or contacts would you like to get closer to?
- # What lapsed client relationships would you like to reconnect with?
- # Who do you know, like and trust?

**Before any approach consider:**

- # What is the outcome you want? (use ODE model – Optimum, Desired & Essential objectives)
- # Match your approach to contacts' preferred channel (e.g. phone or video platform)
- # Anchor the conversation to something specific (i.e. more than "it's a catch up")

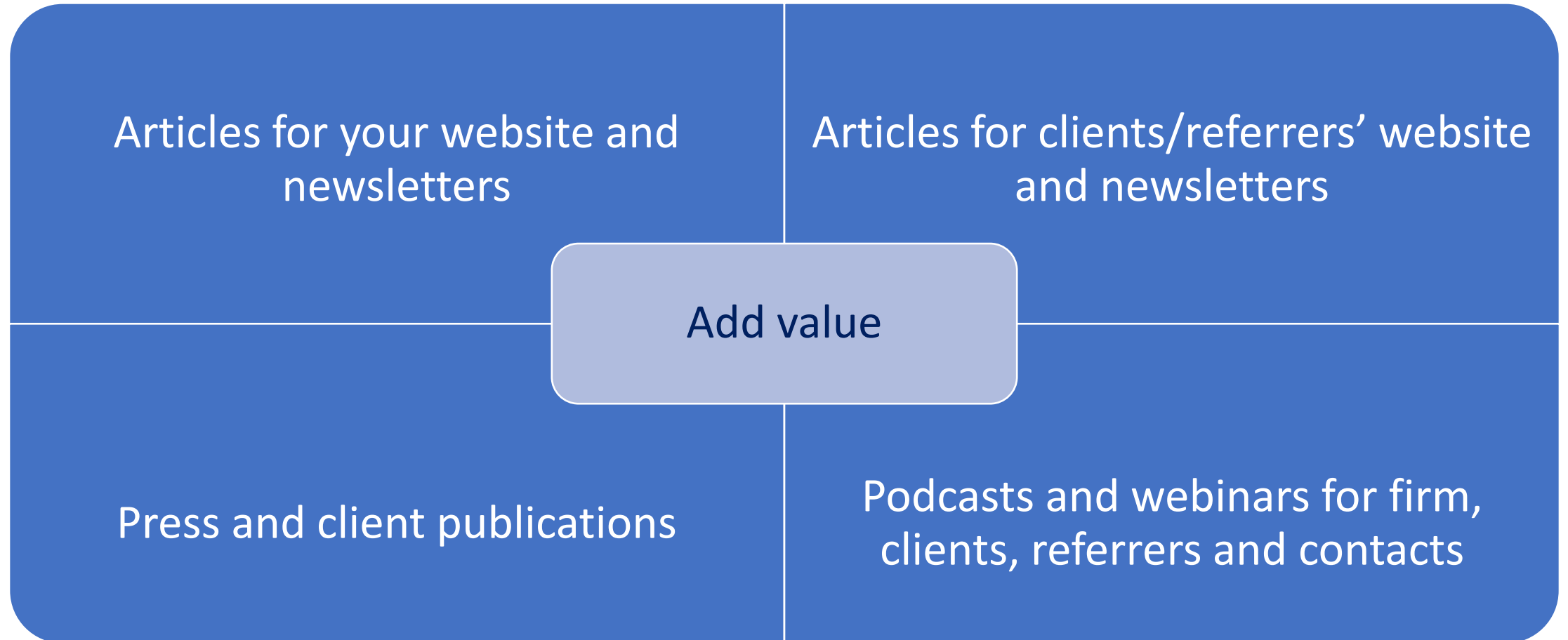
**The perfect conversation should:**

- # Not be a hard sell
- # Be 70% listening and only 30% of you talking
- # Be comfortable, mix of personal and business
- # Finish by agreeing follow up actions

**Follow up should:**

- # Be prompt (not more than 48hrs)
- # Deliver on promises
- # Nudge the conversation forward

## 2. Content



### 3. LinkedIn

Refresh your profile (e.g. add specialisms & update details)

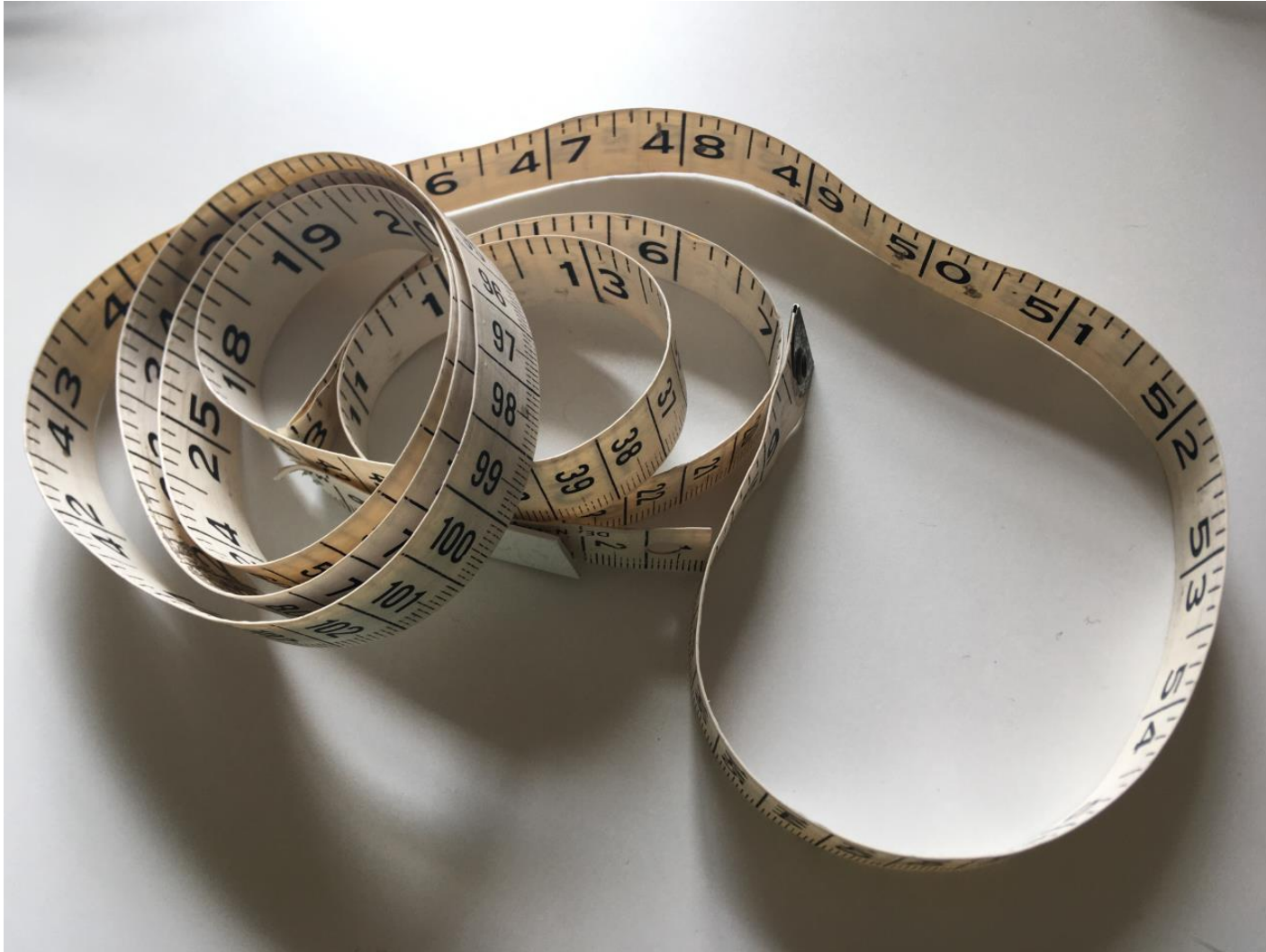
Ask for, then add client recommendations

Like, share and comment every day

Create your own blogs

Grow network by inviting people you know to connect

Follow contacts and referrers to stay up to date with their news



What gets  
measured  
gets done

# So, make a 30 day BD plan & do it...

Name:

Month:

\*'Virtual events' could be live or pre-recorded webinars or online networking meet-ups based on pre-existing groups

\*\* Other ideas could include video updates, podcasts, new brochures for specific audiences, special reports/white papers, group membership or new parts of the website

Phone calls	Reason for call	What next/by when	Content ideas/by when	'Virtual event' ideas*	Other ideas**
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					



WHEN

WHO

WHAT

HOW

?

WHY

WHERE





More free BD resources here:

<https://www.howtodobusinessdevelopmentfromhome.com/>

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size 10 1/2 boots

## How do you do BD when you can't do BD?

These may be strange times but as lawyers and accountants, you need to protect your practice.

The only problem is, if you can't get out to see people surely that means you can't do business development?

No, you definitely can. You just need to do it a bit differently and that is why we've designed this site.

We want to examine the 3 essential tools you have at your disposal (your phone, your ability to write and your social media channels) to stay visible to your clients, contacts and targets and who knows ...

... you may even start some new conversations!

[Find out more](#)

About