

Here's the tip... put the coach in your pocket

For anyone who has paid good money to attend a keynote or workshop, it's always the tips given by the presenter that makes it worth the fee you paid.

Someone who knows this well is Deanna Lane who for the past 15 years has taught lawyers, accountants actuaries and senior executives, how to grow and sustain a thriving business. "These are smart people, highly gifted and talented in their field of expertise, they absolutely know the what, the why and the where, it's always been about the 'how' that has stopped them from achieving their business growth objectives" she said.

So what did she do about it... she created a pack of 52 business development and marketing tips that fit into the pocket. The pack is called **Getting into the fastlane... 52 ways to accelerate in business** and includes one tip a week for a year on topics such as planning; profiling; marketing to existing clients; new business development; client service and retention; presenting; and business communication and etiquette. *"It's like having your own business coach in your pocket," she said. "I can't be there every day for my clients, but this handy tool has helped enormously, particularly as a reminder of how to go about a particular activity."*

An example of how the tips can work. When an organisation submits a new business proposal and gets shortlisted, the team is usually invited to meet the potential client and present the reasons why they should be given the contract. What happens next will mean the difference between winning and losing. For those who were tempted to create 'death by powerpoint' featuring all the key points of the submission, you should leave now. Those who know their success with the bid is more about who you are and how you will help the client, will get it ... literally. Refer to Tip No. 18 as a reminder of what will make that presentation successful.

It is understandable that with economic pressure increasing, there has never been a more important time for everyone in an organisation to focus on the skills required to attract, retain and service your clients.

Getting into the fastlane... 52 ways to accelerate in business is based on a series of highly interactive workshops and the soon to be released book of the same name. The case studies featured in the workshops and the book show how to apply the tips, techniques, behaviours and practices. Participants learn the ability to achieve significant success in business development, client relationships and growing business from existing clients.

The pack of cards is available from Dymocks George Street and AIM Bookshop in North Sydney.

For more information on Getting into the fastlane...52 ways to accelerate in business please contact Deanna Lane, Managing Director on 0416 295 898

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