

Marketing a Consulting Practice: Marketing Professional and Consulting Services

In this workshop, you will learn the latest practice building and professional services marketing techniques from the best in the industry and will learn ways to incorporate them into your very own consulting practice.

Registrations close Wednesday 17 May 2017. **Only 20 delegates will be accommodated.**

Why you should attend

This intensive one-day workshop will help you to become a 'rainmaker' and help you to market your professional and consulting practice, expertise, and services successfully and elegantly, helping you saving time and money.

The workshop is based on more than 25 years of international and local research amongst consultants, professional service providers, rainmakers, and business development managers, and takes an in-depth look at what works and doesn't work in professional services and consulting marketing. It incorporates the latest thinking on social networking and inbound marketing and will enable a delegate to strategise and develop a dynamic marketing plan of action.

This is a one-day workshop for business and consulting practice development managers; professional service providers, independent consultants, and people interested in improving their knowledge of professional consulting marketing strategies.

What you will learn:

Module one

- What it takes to become a rainmaker (The Merriam-Webster dictionary defines the word 'rainmaker' as a person (as a partner in a law firm for example) who brings in new business, also: a person whose influence can initiate progress or ensure success.)
- The key factors of consulting success
- Identify what works and doesn't work in consulting and professional services marketing
- How to build your image and reputation and have clients come to you, using techniques incorporating the law of attraction and scientific consulting practice marketing
- How to position yourself as a thought leader, build a reputation and create a name for yourself using tools such as reputation, social media and name recognition strategies

Module two

- Why your current clients are a goldmine and why you should deepen relationships and business with them
- How to get more and better referral business
- How to use low cost/free ways of gaining professional exposure and visibility
- How to price services for maximum profit and income

Module three

- How to make networking and relationship building pay
- How to find new opportunities to capitalise on your knowledge, skills and expertise irrespective of economic circumstances
- How to think like a marketer and spot opportunities to enhance your own brand and sell your services and expertise
- Marketing and promotional strategies using traditional media and social media such as LinkedIn, Twitter, Facebook and other social networks to build favorable reputation relationships, name recognition and presence

Module four

- How to plant seeds now for a harvest in the future
- 23 ways to promote your name, brand and services
- The what and how of a written marketing plan
- How to integrate latest techniques and tips gleaned from social media and other professions into your marketing efforts

Practical tips and techniques for success and much, much more.

If you are of the opinion that you can always learn better ways to do things, then this workshop is for you. If you are trying to benchmark, hack or tweak your plans and see if you are on the right track then this workshop is definitely for you.

And, best of all, you'll get to engage with other successful consultants, your peers and share your own marketing and selling approach.

To register, email deonbin@icon.co.za for more information and a registration form to secure your seat

Only 20 delegates will be accommodated.

[Read rave reviews about the training.](#)

Date: 19 May 2017

Time: 08:30 - 16:30

Venue: Apollo Conferencing Hotel, Johannesburg

Cost: R2,950 pp (excluding VAT) early bird rate available

More info:

<http://apollohotel.co.za/>

For more, visit: <https://www.bizcommunity.com>