

How to Market your Consulting Practice

This workshop provides delegates with an opportunity to benchmark, tweak and add to their Marketing plan of action for 2018, so that they can start the New Year with a definite winning plan of action.

Make 2018 Your Best Year Ever - Start the Year With a Brand-new Marketing Plan of Action

The international reputation management consultant Deon Binneman will facilitate a workshop called How to Market your Consulting Practice (Marketing Professional & Consulting Services) on the 19th January in JHB at the Hotel Apollo in Randburg.

The purpose of this workshop is to provide delegates with an opportunity to benchmark, tweak and add to their Marketing plan of action for 2018, so that they can start the New Year with a definite winning plan of action.

Every independent professional needs a marketing and sales plan in 2018 that constantly generates new clients and prospects. This one day workshop will provide valuable insight into building and implementing a winning program to build a client base that will exceed a delegate's expectations. This workshop explores practical methods and tips to market a consulting practice dynamically and cost-effectively.

Delegates will gain valuable insights that will help them to establish, refine and implement effective marketing plans for their consulting and professional practices. The workshop is an opportunity for independent professionals, consultants, business development managers and professional sales persons to deepen their learning as marketing strategists, strengthen their consultancy marketing skills and ability to be rainmakers*.

Topics that will be discussed range from how to create a lead generation system to 23 ways to build reputation, obtain visibility and exposure and becoming known as a thought leader. More information on how to register is available at: <http://www.deonbinneman.com/marketing-professional-consulting-services/>

Background Information:

Every independent professional needs a marketing and sales plan in 2018 that constantly generates new clients and prospects. This one day workshop will provide valuable insight into building and implementing a winning program to build a client base that will exceed a delegate's expectations.

Delegates will receive tools, tips and hacks that will provide them with a menu of options to identify what is missing from their current marketing activities, and it will enable them to create their own personalized marketing plan for success.

Using detailed worksheets and exercises, delegates will be able to pinpoint the strengths and weaknesses of their current efforts. This powerful workshop will provide delegates with a set of options and simple, elegant and effective tactics that they can incorporate into their marketing plans.

This constantly updated and revised 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 includes not only a wealth of tips and hacks, but also information on how to take advantage of new developments in the online world.

* 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. Specialists often find in their careers that as they become associates or partners that they now also have to bring in new business. Often this transition from being a producer and a specialist to becoming a marketer and responsible for new business, influence and

sales can be difficult for individuals used to traditional ways of doing things. This workshop will help a delegate to become a rainmaker, influencer and a thought leader.

Deon Binneman is an international keynote speaker, seminar leader, thought leader and management consultant on building, protecting and restoring business reputations. He has worked in 17 countries the past 21 years. Access his professional profile - <http://za.linkedin.com/in/deonbinneman> or visit www.deonbinneman.com.

Date: 19 January 2018

Time: 06:30 - 16:00

Venue: Hotel Apollo, Randburg, Johannesburg

Cost: R2,950 excl. VAT per delegate

More info:

Hotel Apollo Conferencing Centre, 158 B Ram Fischer Drive, Randburg, Johannesburg

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