

"Simply stated, Hilary stole the show. Her deep grasp of the public relations and marketing communications industry make her an asset to any presentation. Her style and dynamic wit captivated our audience. Her enthusiasm, passion, and expertise compelled the four other panelists to rise to the occasion. I look forward to the next seminar in which Potomac Tech Wire can utilize Hilary's expertise."

– Paul Sherman, Editor, Potomac Tech Wire

Perfect for corporate or association events, attendees of Hilary's keynote presentations learn how to increase business through her unique approach to building strategic relationships. While highly inspirational and motivational, her sessions are both tactical and practical. To see Hilary in action online, click through to: [How To Gain and Retain Clients](#) and [Business Golf](#)

## How to Gain and Retain Clients: Establishing Trust, Respect & Likability Fast

No one ever chooses to do business with someone they dislike or don't trust and respect. During this session attendees learn how to build and manage relationships resulting in business growth due to quickly establishing trust, respect and likability. This is critical to achieve as in all technical fields such as finance, engineering, architecture, IT, law and accounting, only about 15% of financial success is due to technical knowledge, while 85% is due to these human engineering skills.



### Takeaways include:

- Case studies from over 25 years of working with professional service firms to grow their business
- Tactical tips to build lasting, successful, beneficial business relationships
- Human relationship truths to apply for gaining & retaining clients & employees in every situation

## New Business Presentations: Wooing Prospects & Winning Business

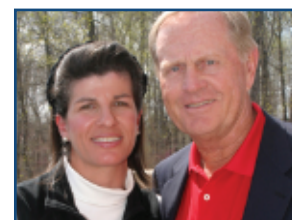
In all oral presentation situations ask why one professional service firm was selected over another and the typical refrain is: "They were our kind of people. They understood our business. We knew we could work with them. In a nutshell, they spoke our language!" This session has resulted in large wins for Hilary's clients. She works with the presentation team from start to finish as an oral coach or at any juncture during the process to secure new business.

### Takeaways include:

- How to determine audience hot buttons so they select your firm
- How to evaluate needs, understand what drives decision makers
- Tailoring the presentation to fit culture and circumstances
- Demonstrating team solutions and how to come together as a team by building camaraderie

## Business Golf 101 or The Golden Rules: Avoiding Business Golf Blunders

These sessions demonstrate that golf is one of the most powerful business development and career advancing tools. Golf levels the playing field, brings in new business and creates alliances to deepen existing client relationships.



Hilary with Jack Nicklaus

### Takeaways include:

- How to leverage golf to gain and retain clients
- How to balance golf and family life while winning clients
- "Playing" career advantages with golf for business development
- Hosting tournaments and maximizing sponsorships

## Tailored Topics

Each of the business topics listed below are imperative to successful business development and career growth:

- Business Development Tactics for a Tough Economy
- Corporate Etiquette Training
- Networking and Strategic Relationship Marketing
- Women's Initiative Issues: Work Life Balance, Making Motherhood Work for You

*"Hilary's passion and knowledge for customer relationship management is immensely appealing and impressive. My IT customer service team was really disappointed when training was over. That's a really good place for us to be as a team."*

**Dave Golden, Vice President, Chief Information Officer,  
Clark Construction**

*"Strelmark is assisting us to increase our win rate in terms of new business. Hilary has a certain charm about her as well as a disciplined, systematic approach that we really needed. She was effective in a very brief period of time working with our team as we prepared in both responding to our client needs as well as presenting orals which is a key part of the procurement process. She yields results!"*

**Greg Baroni, President, Global Public Sector, Unisys**

*"It was amazing how much impact Hilary could have just in two hours with three sets of my teams. Even the most senior of brokers were impressed, one saying that it was the best training he had received in 25 years. Another found Hilary's session more beneficial than any other sales trainings, and since we are in the relationship business, her approach was more appropriate. I highly recommend Hilary for both keynote presentations and for her boot camp trainings."*

**James M. Underhill,  
Regional Manager, Cushman & Wakefield**

*"Every field marketing person I spoke with gave the highest praise for Hilary's speech and the working session she had with us. It was an invaluable session."*

**Patricia Chrzan, Vice President, Microsoft**

*"Hilary's seminars were a solid hit with our professionals. She presented two client service seminars to our firm and provided individual coaching sessions. The reviews were exceptional and participants walked away with the ability to put her techniques to use immediately. Hilary has an engaging and enthusiastic presentation style that reflects her passion for client service excellence – and she successfully imparts that knowledge through memorable stories and easy to remember nuggets. I highly recommend her!"*

**Janet Kyle Altman, Marketing Principal**

*"Hilary delivered an outstanding presentation to our leadership and business development strategy session. Not only was she entertaining and inspiring, but her insights and energy truly motivated our team. The specific tactics and strategies she shared with us are still being used."*

**Ed Morrissey, Senior Vice President, Idea Integration**

*"We received two weeks notice to compete for a very significant opportunity. Our team had the experience, but was not organized, nervous and inexperienced when it came to presenting. Hilary worked closely with us individually, and as a group, to focus on our strengths and presenting styles to deliver the right message. We won the deal!"*

**Bob Fox, Principal, FOX Architects**

*"I can validate Hilary's benefits by the way we have presented our services and the way our clients have received and respected our presentations. We have had several 'a-ha' moments as a result of Hilary's presentation."*

**Reardon Sullivan, Principal, WFT Engineering**

*"Our members gave her rave reviews-attributable to her enthusiasm and keen ability to connect with her audience. Hilary's knowledge and intellect, combined with her poised and dignified manner, make her an exceptional presenter. I would have her back in a heartbeat."*

**Kelly Stuart Stokes, Past President,  
Legal Marketing Association**

*"Hilary's business golf presentation was fabulous. Her content, delivery style, and real life case studies made it not only an entertaining experience but also a presentation that our sales professionals could use to improve their performance. I highly recommend her to any organization and association. She has helped increase our sales."*

**Kevin Taylor, Board of Directors,  
UPSA (United Professional Sales Association)**

*"As someone who plays occasionally, and understands the written etiquette and rules of golf, I learned many new subtleties of the game through Hilary's presentation. More importantly, I learned how to leverage the experience of the game to help understand potential clients and partners in business. I never really truly knew the importance of the game, though I have always heard how powerful it was!"*

**Brian Lambert, Vice President Relationship Manager,  
Dunn & Bradstreet**

*"Hilary's proven approach to customer interface is an absolute game changer—her intuitive methods and user-friendly delivery put the "how" into client relations like none other I've experience in my 38 years of service and interaction across the Defense Industry... her ways must become an NGC Best Practice."*

**Robert 'Bob' Shows,  
USAF Strategic Account Lead, Northrop Grumman**

*"I retained Hilary to deliver critical feedback that many in my group would not like but that we needed about our strategic and tactical approach to our booth. Her delivery and presentation was most professional, she did exactly what I wanted, when I asked for it and was extremely well received by my entire team. I would hire her again tomorrow."*

**Lee Barnes, Corporate Lead Executive for Orlando,  
Northrop Grumman**

*"Hilary was very helpful, not only with clients, but how we look at ourselves. I highly recommend Hilary; she is phenomenal."*

**Rod Young, Regional Sales Director for  
Business Development, Deloitte**

*"Hilary's strong understanding of relationship marketing and the intricacies of how businesses work is phenomenal. Her ability to express this knowledge in a way that makes perfect sense and inspires emulation is an asset to which any organization with a growth vision should expose its people. She's terrific."*

**Ana Maria Boitel, Chairman, Women In Technology**

*"Hilary was phenomenal! I have been involved with the AMA for the last six years, and she was by far, the best speaker we have ever had. The feedback we received from our members was outstanding. She provided the audience with real tips that they can use in their everyday business. Her delivery was refreshing and her enthusiasm was contagious!"*

**Stephanie Guiffre, AMA-DC Chapter President**

**Hilary Fordwich**  
**President and Founder of Strelmark, LLC**

With a career spanning more than 25 years and traversing the globe, Hilary Fordwich is a nationally respected expert in business development, strategic relationship building, and client relationship management for professionals in service organizations and knowledge-based industries.

For more than a decade, Hilary served as head of global business development for international accounting and consulting firm KPMG where she worked in a number of the firm's offices including Manhattan, Long Island, and Washington as well as oversees in Amsterdam. Stateside, she has held other high-level positions at leading firms including Beers & Cutler, PLC (the largest DC regional accounting firm) where she directed marketing and technology-provider James Martin & Company (now Headstrong) as Vice President of Global Marketing and a member of the firm's Executive Board. Hilary has also served as Managing Director at Qorvis Communications, LLC, a full service PR, IR, and Public Affairs firm.



In addition to speaking and working with Fortune 1000 professional service firms, Hilary has presented at leadership, trade, and professional conferences for organizations including the US Chamber of Commerce, United Professional Sales Association, Women in Technology (WIT), the American Marketing Association, National Press Foundation, the PGA Merchandise Show, the Information Technology Services Marketing Association, Greater Washington Board of Trade, Commercial Real Estate Women (CREW), Microsoft's Annual Marketers Conference, the Legal Marketing Association, and the Society for Marketing Professional Services, among others. [Click here for an extensive listing.](#)

A 9-handicap golfer who competed in the US Women's Southern Amateur the last three years, Hilary appears regularly as a business and golf expert on DC's NewsChannel 8's *Capital Golf Weekly* as a regular commentator of *Hilary's On Course* as well as *Golfing with Hilary* on Washington Post Radio's MetroTalk, 107.7FM. She also lectures and helped design the curriculum for the University of Maryland's *Golf for Business and Life* program, a new PGA sponsored 3-credit course offered to graduate business students. A featured speaker for Women On Course, a Greater Washington regional golf program sponsored by the Executive Women's Golf Association, Hilary has also helped organize golf tournaments for the Greater Washington Board of Trade, the March of Dimes, the American Cancer Society, and WIT.

Hilary is currently the regional emcee for the business development entity Accelerent. She has written a monthly expert opinion column on business development for The Washington Business Journal. Her advice has been featured in *The Washington Post*, *The New York Times*, *CNN Fortune*, *Chicago Tribune*, *NPR's Marketplace*, *USA Network*, *CBS Marketwatch*, *Legal Times*, *AOL Sports*, *The Wall Street Journal*, *CareerBuilder.com*, and many other national and regional media outlets.

Hilary serves on the boards of The First Tee, and Junior Achievement and holds leadership positions with a number of organizations including, the Northern Virginia Technology Council (NVTC), The Leukemia Foundation, American Air Museum in Britain, The March of Dimes the British American Business Association (BABA), and the Special Olympics, among others.

Born in England, she became a US citizen in 1982 and graduated Magna Cum Laude from UVA at Mary Washington College. She resides with her three children in the Washington DC area.

**Speaking Engagements Include**



**Clients Include**

