

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. She is consistently ranked the top speaker at national events.

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

During this session attendees learn how to build and manage relationships resulting in real and measurable 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.

Highly motivational & inspirational while tactical & practical—— Takeaways include:

- Case studies from over 30 years of working with professional service firms to grow their businesses
- Tactical tips to build lasting, successful, beneficial relationships that result in new clients
- Human relationship truths to apply for gaining and retaining clients as well as employees in every complex situation

New Business Presentations: Wooing Prospects and 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. We work 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 understanding what drives decision makers
- Tailoring the presentation to fit culture and circumstances
- Demonstrating team solutions and coming together as a team by building camaraderie

Business Golf

These sessions demonstrate that golf is one of the most powerful business development and career advancing tools. Golf is the great equalizer, leveling the playing field, bringing in new business and creating alliances to deepen existing client relationships.

Takeaways include:

- How to leverage golf to gain and retain clients
- How to balance golf and family life while winning clients
- "Playing" career advantages
- The Great Equalizer: Empowering Women
- Hosting tournaments and maximizing sponsorships



"Hilary quickly established a vibrant connection with our 1,200 partners attending BDO's Global Partners' meeting. Her infectious energy and sharp, real-life insights provided each partner and manager an arsenal of valuable nuggets to use in business development and in maintaining outstanding relationships with clients."

Wayne Kolins *National
Director of Assurance BDO
Seidman, LLP Global
Head of Audit and Accounting
BDO International
International Executive Office*

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 your presentation at our Holland & Knight annual retreat on 'How to Gain and Retain Clients' was by far the best program on the subject I have experienced in 38 years of practicing law. I hope we will have you back for our partners next year."

William B. "Bill" Wilson, Partner, Holland & Knight

"Hilary did an incredible job of bringing our senior leadership team together with a shared sense of purpose at a time of enormous challenge and opportunity. She has been a key part of our leadership development program, helping us to accelerate the pipeline of talent into our senior ranks."

Ted Davies, President, Unisys Federal Systems

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

Dave Golden, Vice President & CIO, Clark Construction

"It was amazing how much impact Hilary could have in two hours with three sets of my teams. Even the most senior of brokers were impressed, one saying that it was the best raining 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, CEO Americas, Cushman & Wakefield

"Hats off to Hilary! Her "Gain and Retain Clients" training was thoughtfully tailored to our needs as a professional service firm and delivered with unparalleled enthusiasm... and relevance. The positive influence of her training has been so profound, we have doubled the number of sessions planned for this coming year across our larger US offices."

Ian MacFarlane, President & CEO, EA Engineering, Inc.

"Hilary is one of the best in the industry when it comes to providing team trainings that is focused on building and leveraging customer relationships. Her session with us was not only insightful and practical, but motivating. She provided us strategies and tools we can use to further leverage our incumbent advantage and apply a laser like focus on our customers. My management team is now ready to take our customer relationships to new levels! Everything she said was on the mark... her presentation was not the typical "canned pitch", but a specially developed interactive session tailored for our management team and our customers. Hilary comes with my highest recommendation."

**Tom Mitchell, Former President and COO
ManTech Security & Mission Assurance Corporation**

"Your keynote presentation on Business development at the Chief Learning Officer Forum was outstanding. As an experienced sales person for FedEx it is not often that I hear of great new ideas to get and keep customers. As you said in your presentation Business development can be a science and not just an art. You were phenomenal and kept everyone's attention with such rich content."

Monica Fleischmann, Worldwide Government Account Executive, FedEx

"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 in 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 Principle, Kaufman Rosin

"Some people like to start the day off with their favorite "power cereal" or coffee and a big breakfast. For me, I'll take a dose of Hilary Fordwich's wisdom on how to leverage your personality into your business approach. Within a quick one-hour presentation at the Learning Professionals Breakfast, she provided an engaging presentation centered around the Power of the 5 Cs! It was awesome!"

Randy Bergquist, Assistant Director, Justice Management Division, U.S. Department of Justice

"Hilary hit it out of the park at our senior executive retreat. She managed to keep over 200 executives captivated with top notch advice for almost two hours. I've never seen so many engineers have so much fun while learning so much. She is edutainment with an emphasis on the educational content but because all my execs also had fun they are still talking about the session many weeks after our off-site. Her attitude and passion for business development is contagious."

Jim O'Neill, Former President & CEO, Northrop Grumman IT

"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 her for it and was extremely well received by my entire team. I would hire her again tomorrow."

Lee Barnes, Corporate Lead Executive, Northrop Grumman

Hilary Fordwich Bio

A proven global business development leader with a career spanning more than 30 years and expertise that includes building practices, client firms and her own successful consulting firm.

Combining her media and BD background, she Hosted *Government Contracting Weekly*, prior to the Sunday morning Power Block on W*USA- TV9, the Washington DC affiliate of CBS. She is currently a National Golf Course Rater for *GolfWeek*.

Hilary's top ranked keynotes are perfect for corporate or association events where attendees 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.

Hilary served as head of global business development for international accounting and consulting firm KPMG where she worked for over a decade in a number of the firm's offices including Manhattan, Long Island, and Washington as well as overseas in Amsterdam. Stateside, she served as James Martin & Co.'s (now Headstrong) Vice President of Global Marketing and was a member of the firm's Executive Board. She has held other executive positions at leading firms including Beers & Cutler, PLC (the largest DC regional accounting firm) and 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 multiple organizations. Her extensive keynotes include The World Congress, (NCMA), US Chamber of Commerce, United Professional Sales Association, American Marketing Association, National Press Foundation, PGA Merchandise Show, Information Technology Services Marketing Association, Society for Marketing Professional Services, Greater Washington Board of Trade, Microsoft's Annual Marketers Conference, Legal Marketing Association, Commercial Real Estate Women (CREW), and Women in Technology (WIT), among others.

Hilary has competed in the US Women's Southern Amateur and has won 3 Club Championships. She was a business and golf expert on ABC's *Capital Golf Weekly* as a regular commentator of "*Hilary's On Course*" as well as *Golfing with Hilary*" on Washington Post Radio's Metro Talk, 107.7FM. She also lectured and helped design the curriculum for the University of Maryland's "*Golf for Business and Life*" program, a PGA sponsored 3-credit course offered to graduate business students.

Hilary has written a monthly expert opinion column on business development for the *Washington Business Journal* and Smart CEO. Her advice has been featured on *Fox Business News* in the *Washington Post*, *The New York Times*, *CNN Fortune*, *Chicago Tribute*, *NPR's Marketplace*, *USA Network*, *CBS Market-Watch*, *Legal Times*, *AOL Sports*, *The Wall Street Journal*, *CareerBuilder.com*, and many other national and regional media outlets.

Hilary serves on the boards of Revere Regional Bank, British American Business Association (BABA), The First Tee, Easter Seals and Junior Achievement. She also holds many leadership positions with a number of organizations including, the Northern Virginia Technology Council (NVTC), American Air Museum in Britain and the March of Dimes.

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 and is a member of The Economic Club of Washington DC, Congressional CC and TPC Potomac.



Hilary speaking at a national event.