

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.

## **Business Development Boot Camps to Gain and Retain Clients- From Need to WANT**

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All business growth is based upon a firm's offerings being *WANTED* by prospects and clients, not just being *needed*. We make sure our clients are *WANTED* not just needed by our end-to-end BD Services.

Relationships build business and activities that support relationships are the most cost effective means of gaining and retaining new clients. This program is inspirational and motivational while also extremely tactical and practical.

- We deliver programs that build skills while empowering professionals with tactics and techniques to expand your client base
- Many professionals already possess "customer relationship skills" that have placed them in their current roles, our approach is to take the experience these leaders have gained then to formalize a program that teaches customer relationship BD skills to all appropriate levels within the business (particularly professionals who are on the front line of client relations)
- Everyone who works for your firm is an ambassador for the firm and a potential channel for new business, this program provides your professionals with the requisite skills for turning those relationships into new business for your firm
- Maintaining an incumbent position requires similar relationship skills
- This program delivers a flexible framework that will result in all your professionals knowing exactly how to gain and retain clients



## **What we do...**

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- Provide expert training based upon extensive experience with professionals who need to enhance client relationships skills in order to gain and retain new business
- Deliver experiential versus didactic sessions. Few want to be told what to do, but rather, most professionals want to adopt what will make them more successful
- Require senior management buy-in as the importance of business development must come from the top i.e. require senior management introduction at the initial session
- Build trust and confidence with your professionals, while teaming with them
- Want to build a lasting, successful, mutually beneficial relationship
- Enjoy what we do!

## **...and what we don't do**

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- Work on multiple assignments to maximize a margin or growth goal
- Staff program with inexperienced resources/lose sight of your business objectives
- Duplicate work already available in house or from previous engagements
- Commit to unrealistic outcomes or unrealistic results

Delivery is in a five phased program for professionals in government contracting, accounting, engineering, IT, law, architecture, pharmaceutical and financial services. It delivers specific guidance and coaching in business development and relationship marketing. Phases include:

- I. Interviews with a Selected Number of Professionals**
- II. Development of 2 Business Development Sessions**
- III. and IV. Delivery of 2 Business Development Sessions**
- V. Course Evaluation and Analysis**

## **Phase I. Interviews with Selected Professionals**

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- Up to 4 individuals are selected who will be interviewed prior to the start of the program
- The initial interview is with a leader of the firm to set goals and objectives
- One individual will be viewed as a “star”, i.e. with excellent business development and client relationship skills. This individual will have many successes under his/her belt and be viewed as a good example of what a particular firm wants and expects of other professionals
- One individual who is weaker in desired skills. This individual would have many concerns, be less comfortable in the business development role and less skilled at client retention
- Another individual would be “middle of the road” which is usually representative of the entire group
- The interviews will be up to 1 hour in duration

## **Phase II. Development of 2 Business Development Boot Camps**

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- The interviews enable us to assess current skills, determine the most desired aspects of relationship marketing training and to become more familiar with firm’s culture, terminology, expectations and general modus operandi
- Based upon the findings, (i.e. answers to questions proposed by the interviewer) the initial two sessions will be designed to address existing concerns and to set the goals to be accomplished during the 2 training sessions
- Power point slides will be developed for use in conducting the 2 sessions

## **Phases III and IV. Delivery of 2 Business Development Boot Camps**

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- These interactive “edutainment” Business Development Boot Camp sessions are powerful because your professionals will be highly engaged and captivated to learn:
  - 1. “How To Gain & Retain Clients”
  - 2. “Networking and Presentation Skills”
- Attendees will have similar year’s work experience. The initial session will be introduced by a senior professional from the firm. Emphasis to be placed on the importance of gaining and retaining the firm’s clients and therefore growth
- The format will include attendee participation, break out groups, and feedback
- The content is intended to leave all attendees with a clear understanding of relationship marketing, why it works, how it works and how to individually apply the principles in “real life” experiences to further the growth of the firm

### **“How to Gain and Retain Clients” focuses on:**

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- Attendees receive principles of “human relationship truths” and how to generate WANT
- Why people WANT to work with certain professionals (and not others)
- How to individually apply the principles in “real life” experiences to further the growth of your firm
- Facts that attendees can use to build a lasting, successful, mutually beneficial relationships to grow business with any individual they interact with, starting immediately
- Session is experiential rather than didactic and delivers a flexible framework
- Content is imparted with different modes, statistics, movie clips, case studies, interaction, break out groups, all intended to ensure penetration to professionals with different learning styles
- Factors in winning professional service engagements will be delivered
- Group interaction will be moderated by the instructor to deliver tangible, believable methods of approach when dealing with clients in your space
- The Five “C”s for effective business relationships is explained, delivered and presented with real life examples
- The “ALWAYS” of beneficial interactions makes sure that all the content is most memorable

### **“Networking and Presentation Skills” focuses on:**

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#### **NETWORKING:**

- How to identify prospect and client needs/issues/challenges
- Determining achievable objectives and timeframes
- Leveraging “making an impact” works and how to use it as a tool
- Understand how individuals/or team really come across to others
- The roles of verbal and non-verbal communication
- Establish rapport with prospects, clients and colleagues easily as well as quickly
- How to work a room, the “Do’s and Don’ts” of networking
- Naturally project greater competence with your first impression
- Increase results due to applying tactical rules with stronger self-confidence
- Present powerfully at business-related social events

#### **PRESENTATION SKILLS:**

- Review of RFP to determine response and presentation
- Competitive landscape and relationship mapping
- Messaging, theme development & response hot buttons
- Team positioning and role presentation
- Individual coaching on content, differentiators, impact & track record
- Presentation review, compilation, editing where necessary
- Capability layouts, review of boards, expertise and testimonials etc.

## Phase V. Course Evaluation and Analysis

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- Each of the attendees after each session will have been provided with a course evaluation forms
- Evaluation of the feedback will be presented analyzing the successes, the concerns and next steps

## Takeaways

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- Case studies from over 25 years of working with professional service firms to grow their business
- Practical & tactical tips to build lasting, successful, beneficial business relationships
- Human relationship truths to apply for gaining and retaining clients & employees in every situation
- Motivation and inspiration to attain business development goals
- A flexible framework that can be utilized as a process tool end to end in the entire capture process, for strategic guidance, proposals through to oral presentations

## Deliverables

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- Provide expert training that is based upon extensive experience with professionals who need to enhance client relationships & bring in new business
- Attendees benefit from the time the instructor has taken with leaders of the firm who are then buy-in to our training as the importance of relationship management must come from the top (i.e. require senior management introduction at the initial session)
- In order to work with your professionals in the future, the trainer builds trust and confidence with your professionals, while teaming with them, and personifies an example of client/customer orientation, they are therefore being delivered "an example"
- The most important deliverable of this program is that your professionals will be empowered to do what you need them to do in order to succeed. This is attained through the aggregate of the "experience" during the two hour time frame

## **What Clients And Organizers Say About Hilary Fordwich**

*"We recently completed three training sessions with Hilary and will be arranging for additional sessions to build upon some of the relationship building themes that she presented to us.*

*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.*

*A top producer 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 bootcamp trainings.*

*If you have any questions about our experience with Hilary, please do not hesitate to give me a call. She was outstanding!"*

**James M. Underhill**  
**Regional Manager—Mid-Atlantic**  
**Cushman & Wakefield**

*"Hilary Fordwich has been a partner of Touchstone's in developing and launching one of our most exciting and challenging areas, our sustainability and green initiatives. From the beginning of our relationship she has brought us insight into our business, the strengths and shortfalls of our market positioning and the guidance to take advantage of the things we have while addressing ourselves in those areas where we were found lacking.*

*Her innumerable contacts have been essential in providing us the market intelligence and feedback necessary for success. Her drive and intuition in not allowing a gap within our organization in addressing issues and responding to inquiries has ensured that we have not let loose of our vision. Without her guidance and determination we would have never been in the position we are in today.*

*I do not believe I have ever encountered and stronger, more decisive and focused professional in my years in business or consulting."*

**Tony Summerlin**  
**V. P. & Director of Consulting**  
**Touchstone**

*"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**  
**Federal Systems**

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

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

*"Hilary, thank you so much for doing such a terrific job with your keynote speech. I have to say that I knew you would be good, everyone I spoke to prior to our event said you are outstanding, but I did not know you would blow our socks off! I was very impressed with how you tied everything in that you and I had spoken about. Your tailoring everything to my team made it so powerful too. My reps could not stop speaking about your presentation at dinner. We look forward to your coming back to deliver your full boot-camp."*

**George Kinigopoulos, Agency Managing Director, MassMutual**  
**Financial Group Greater Washington**

*"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, Science & Technology Inc.**

*"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**

## What Clients And Organizers Say About Hilary Fordwich

*"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**

*"Hilary delivered an outstanding presentation to our leadership and business development strategy session. Not only was she entertaining and inspiring, but also 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**

*"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**

*"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**  
**Former Corporate Lead Executive for Orlando**  
**Northrop Grumman**

*"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**

*"We received two weeks' notice to complete 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, Principle**  
**Fox Architects**

*"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 also 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, President and Chief Operating Officer**  
**ManTech Security & Mission Assurance Corporation**

*"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 had 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, Former USAF Strategic Account Lead**  
**Northrop Grumman**

*"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 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 Tribune*, *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.