Using Client Service to Create Amazing Business Developers and Unite your Firm

Description: Consider the skills that are important to business development—needs assessment, asking questions, listening, solving problems, communication, building trust. All these skills are also applicable to being excellent at client service. So, as opposed to business development training (which creates a certain bias for many professionals) let’s teach these skills first in the context of something professionals love—namely serving clients. As your professionals develop the habits of serving clients by asking questions, assessing needs, listening, solving problems, communication, and building trust they will not only evolve into trusted advisors for their clients, but also they will become proficient at these skills that will make them better at new business development. And, because all professionals in the firm interact with clients, millennials have the opportunity to make a significant contribution to the growth of client relationships, while honing the skills they need to become rainmakers when their time comes.