



**BUSINESS DEVELOPMENT**  
FOR PROFESSIONALS

kissingwithconfidence®

Kissing With Confidence inspires you to transform your ability to connect with others through unique and challenging learning experiences. We teach business development skills that give you the edge by changing the way you behave.

Our passion is to help you surpass your goals through the development of your skills. Yes, skills. We work to improve performance and your bottom line. It's a simple model: be inspired, learn the skills, set goals, change behaviour and measure results.

We call it tough love.

### Design

We design your best fit development solution by getting to know you. We are specialists who facilitate that discussion, working with you to identify the skills and behaviours needed to achieve your development objectives.

### Deliver

We are innovative and challenging, unique and inspirational. We crave interaction, discussion and debate. We know that energy, spontaneity and creativity are vital for learning: it is a long day if they are absent.

### Develop

To change behaviour, knowledge must transfer from the seminar room to the workplace. We evaluate outcomes and help you embed the learning: goal-setting, action learning, online materials, motivational refresher workshops. Then... the next steps.

**At Kissing With Confidence we work with you before and after our stonking\* delivery sessions. We love a longer, deeper learning journey because that's what gets results.**

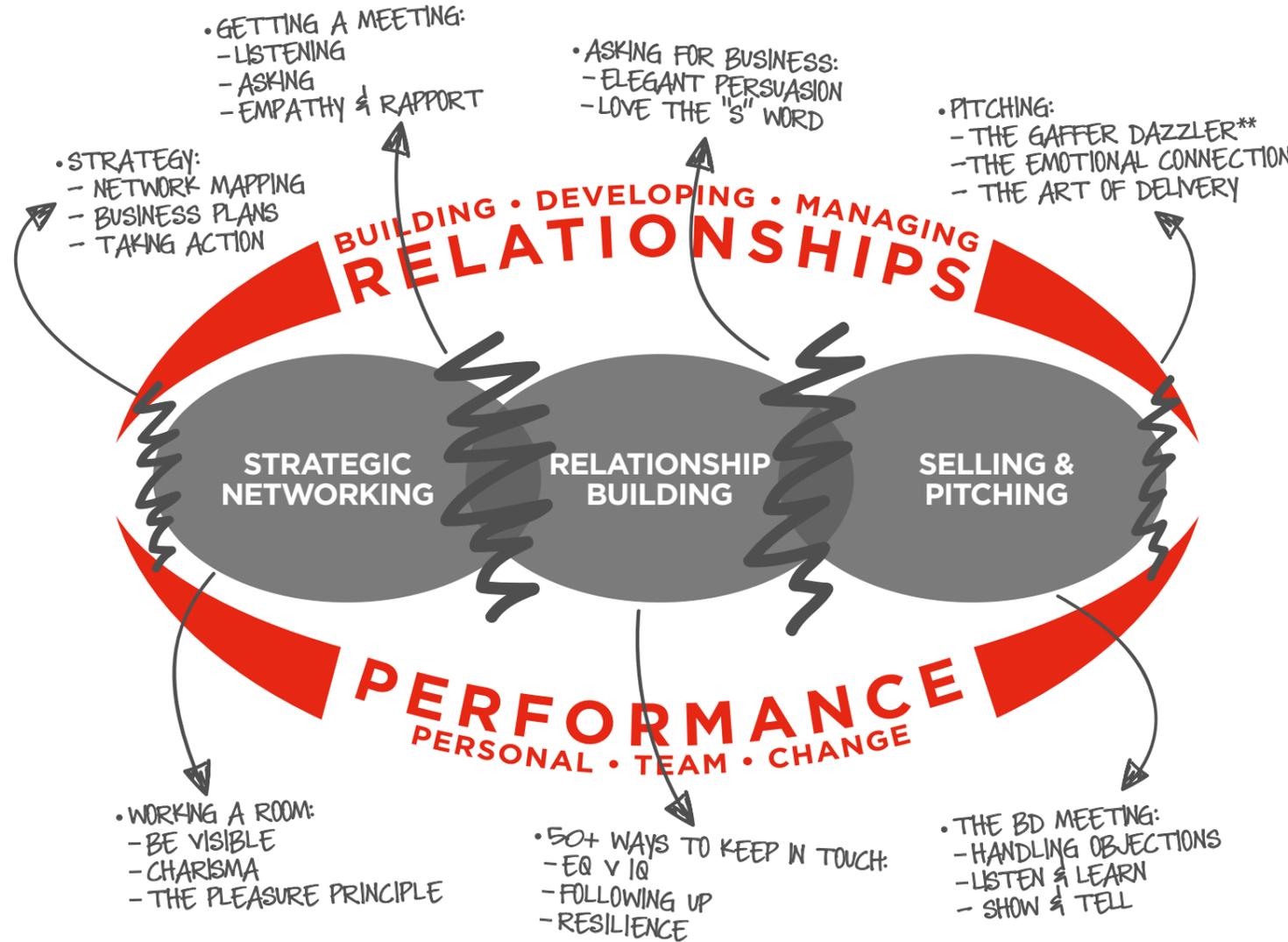
**Cast your eyes right for some inspiration, and call me for an informal chat to see how we can help. I guarantee you won't be disappointed.**



Sharon McLellan, Managing Director LLB Dip LP

\*Used to emphasise something impressive, exciting, or very large

# THE BUSINESS DEVELOPMENT PROCESS



### Strategic Networking

In modern networking situations, you need to know how to say the right thing to the right people at the right time. It's a risky business and the best gather the spoils from creating, developing and nurturing effective networks.

From key Emotional Intelligence traits of the best Rainmakers to being appropriately memorable and following up effectively, networking is about much more than smiling and handing over a business card: it is your personal business strategy. Ask about our Seven Principles.

### Relationship Building

Selling professional services has the building of strong, successful, long-term relationships as its foundation. And there are tricky 'transition' points where people get stuck and find it difficult to move the process along: following up; asking for a meeting; keeping in touch... to name just a few.

We give you the skills and practical techniques to keep you moving in the right direction. You simply cannot get too good at building relationships inside and outside your organisation. It needs focus all the time, and over time.

### Selling & Pitching

After months - or years - you've finally got an informal BD meeting with that potential client. You need to be brilliant at: building rapport; asking the right questions; offering something interesting, relevant and compelling. Plus you need to get an outcome that advances you in the BD process. We show you how.

And if it's a beauty parade pitch then you need your Gaffer Dazzler.\*\* We help you hone your content, deliver with energy, spontaneity and creativity and make an emotional connection with the panel.

### STARTING A CONVERSATION...

Every long term relationship starts with a chat and here are some cracking conversation starters. Choose a few, pick up the phone or drop us a line and ask about them.

Whether you want to chew the fat about the Key Emotional Intelligence Traits Of Star Performers, The Brilliance Of Resilience, or know more about the 50+ Ways To Keep In Touch, we would be happy to hear from you.

Once we know what you are after - one to one or one to hundreds - we can suggest what fits. No matter what, it's all designed to sharpen your edge.

### PERFORMANCE MANAGEMENT

- People Management For High Performance
- Conflict: Are You Talking To Me?
- Private Enemy Number One: Taming Your Gremlin
- The Challenge Of Change
- Strategic Facilitation: The Vision Thing
- Transition Coaching
- Coaching The Coach

### STRATEGIC NETWORKING

- Mapping Your Networks: Personal, Operational & Strategic
- Your Personal Brand & Reputation
- Be Appropriately Memorable: Impact & Presence
- Working A Room: More Terrifying Than Death
- Extroverts, Introverts & Ambiverts
- Have A System: Follow Up & Keep Your Promises

### RELATIONSHIP BUILDING

- Seven Principles Of Relationship Management
- Key Emotional Intelligence Traits Of Star Performers
- Flex & Adapt: Know Your Social & Sales Styles
- Making The Follow Up Call & Getting A Meeting
- 50+ Ways To Keep In Touch
- Taking Control: Assertiveness, Timing & Action
- Dynamic Client Account Meetings

### SELLING

- The Four Stages Of The Business Development Meeting
- The Art Of Influence & The Power Of Persuasion
- Handling Objections & Achieving Positive Outcomes
- Asking For The Business & Closing The Deal
- The Brilliance Of Resilience
- Business Plans: Taking Action
- Key BD Meetings: Prepare, Practise, Advance

### PITCHING & PRESENTING

- Perfecting The Beauty Parade Pitch
- Six Ways To Pitch: From Factual To Shocking
- Pitch Team Assistance
- Presenting: Be Passionate, Charismatic & Unforgettable
- Masterclass: How To Be A Keynote Presenter
- Keynote Coaching & Speechwriting
- Memorable Client Seminars: Ditching The Slides
- Dynamic Workshops: Facilitating With Confidence

\*\*Gaffer Dazzler: the presentation that impresses your boss



TRAINING | COACHING  
SEMINARS | FACILITATION  
KEYNOTES



t +44 (0)845 643 6002  
e [info@kissingwithconfidence.com](mailto:info@kissingwithconfidence.com)

69 Buchanan Street | No. 1 Poultry  
Glasgow G1 3HL | London EC2R 8JR

[www.kissingwithconfidence.com](http://www.kissingwithconfidence.com)