



07940 886677

[www.thrivingcompany.co.uk](http://www.thrivingcompany.co.uk)

A member of The Winning Firm Alliance

## **Case Study – WINNING MORE NEW BUSINESS IN A SECTOR**

### ***The Firm***

The Firm is a mid-sized Accountancy firm which is increasing its focus in certain chosen markets as part of a new strategic approach. However, it had not yet achieved success in some target sectors and was keen to improve its ability to acquire new clients in these sectors.

### ***The Business Problem***

There was already recognition of the need to build a much stronger pipeline, and a set of priority target clients had been identified. However as there was no specific plan in place, activities were undertaken more sporadically. The fee earners involved in the team, as well as the marketing function, were unclear as to the activities they should focus on, the best way of implementing those activities, and how to achieve the best possible success rate from their efforts.

They also wished to feel more confident about how they could successfully compete with others and gain more requests for proposals. They also wished to achieve a more efficient proposal and pitching process which would result in a better “hit rate” of new business gains.

### ***The Solution***

Based not only on experience, but on the benchmarking studies which Thriving has undertaken determining which BD and marketing efforts drive return, we mapped the key activities which the firm needed to undertake.

This was not a generic approach. We then worked with each of the fee earners to understand where there were gaps in the activities undertaken, but also to determine the right responsibility for different activities based on availability, comfort, current skill level and enthusiasm.

We also facilitated agreement on how the firm should present itself, and helped fee earners articulate how they were distinctive from competitors. In partnership with the firm, we defined some key what areas of additional value they could provide to clients and hence make their offering differentiated and more attractive to prospects.

The firm now has a clear process and individual accountabilities for getting on the “radar”, efficient business development activity, and for producing proposals and pitching. This was backed up by a “manual-lite” which the firm can use to maintain focus and momentum.

### ***The Benefits***

The firm has already begun to be short listed more often, and to win more work. The process has recently resulted in the successful acquisition of a new, high quality and value client that the partners have stated they would not have won otherwise. There is no much more confidence within the team and fee earners are much more willing to undertake “BD” activity.