EBC Professional Development Program:
Business Development for the Ascending Professional
- An Advanced Introduction
Welcome

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Program Introduction & Overview

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EBC Professional Development Program:
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**Mike Shea** - Recruiting within the A/E/C space
- Importance of networking
- Generating warm and cold leads

**Max Forsythe** - Business Development within Environmental Services
- Contracting Sector Overview
- Communication with Clients
- Client Satisfaction
Networking

How Networking Helps Me

• Relationship/rapport building

• Continued industry learning, project awareness, market trends/know how

• Build trust and credibility within the market
Warm and Cold Calling

THE PROSPECT SAID SHE WAS INTERESTED...

CALLED BACK 16 TIMES WITH NO ANSWER.
Warm and Cold Calling tips

Warm
- Refer back to how/where/when you connected, ideally with a specific memory/event/situation
- Get more face time
- Shut up, be an active listener and take notes while staying fully engaged

Cold
- Be comfortable, being uncomfortable
- Differentiate yourself from your competitors——BE YOURSELF while creating curiosity and intrigue
- ALWAYS follow up with an email/thank you note after first conversation, second touch, etc
Communication with Clients
Client Satisfaction

Business Development ≠ Sales
Business Development – Consultant’s Perspective

Karla King

Director
Environmental Health and Safety
EBI Consulting
Business Development – Consultant’s Perspective

Eric Wood

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BUSINESS DEVELOPMENT
FOR THE ASCENDING PROFESSIONAL

PROFESSIONAL DEVELOPMENT PROGRAM

Co-hosted By:
EBC-NE Ascending Professionals Committee
&
LSPA Emerging Professionals Committee

April 11, 2018

Presented By:
Eric S. Wood, PG, PHg, LSP
Principal
BUSINESS DEVELOPMENT - A SECRET FORMULA THAT FEW DISCOVER
I AM GOING TO MAKE SOOO MUCH MONEY VERY QUICKLY!
I’LL PROBABLY HAVE TO MAKE LOTS OF UNPLEASANT COLD CALLS
A FOURTH VIEW

I CAN’T DEVELOP BUSINESS UNTIL I KNOW ALL THE ANSWERS TO EVERYTHING!
A FIFTH VIEW

THERE MUST BE SELLING TECHNIQUES OR TRICKS THAT I NEED TO LEARN . . .
I DON’T KNOW WHAT TO EXPECT . . .
A VIEW SHARED BY MANY

GETTING STARTED IN BUSINESS DEVELOPMENT IS LIKE DIVING INTO FREEZING COLD WATER
ONE POSSIBLE OUTCOME OF JUMPING IN (TO BD) UNPREPARED

I WAS RIGHT; THIS WATER IS FREEZING!
ANOTHER POSSIBLE OUTCOME OF JUMPING IN (TO BD) SOMEWHAT PREPARED

THE WATER’S NOT SO BAD . . . .
ANOTHER POSSIBLE OUTCOME OF JUMPING IN (TO BD) WELL PREPARED

THE WATER MAY LOOK COLD, BUT I’M DETERMINED TO HAVE FUN!
WHAT BUSINESS DEVELOPMENT ISN’T:
ROCKET SCIENCE OR A SECRET FORMULA
WHAT BUSINESS DEVELOPMENT ISN’T:

A GET-RICH-QUICK SCHEME OR ABOUT MONEY

IF YOU FOCUS ON THE MONEY, IT’LL ALWAYS BE JUST OUT OF YOUR REACH

IF YOU FOCUS ON THE RIGHT THINGS, THE MONEY WILL FOLLOW YOU WHEREVER YOU GO
WHAT BUSINESS DEVELOPMENT ISN’T:

FOCUSED ON MAKING THE SALE

[Image of magnifying glass focusing on clients instead of making the sale]
WHAT BUSINESS DEVELOPMENT ISN’T:

A LOT OF COLD CALLING
WHAT BUSINESS DEVELOPMENT ISN’T:

KNOWING ALL THE ANSWERS YOURSELF
WHAT BUSINESS DEVELOPMENT ISN’T:

SCRIPTED SELLING TECHNIQUES OR TRICKS

BE YOURSELF!
WHAT BUSINESS DEVELOPMENT ISN’T:

ENTIRELY PREDICTABLE
THE GOOD NEWS

YOU CAN FIND SUCCESS AND ENJOYMENT IN BUSINESS DEVELOPMENT
HOW DO I GET STARTED?
WHERE DO I FIND PROSPECTS AND CLIENTS?

LEAD GENERATION

- Repeat
- Add-On
- Referrals
- Marketing
- Personal Branding
- Cold Calls
- Network
- Pro Bono Work
- Community Work
THE BUSINESS MODEL OF ENVIRONMENTAL CONSULTING

FINDER
SELL

MINDER
MANAGE

GRINDER
DO
WHAT OUR SERVICES LOOK LIKE TO OUR CLIENTS

CORPORATE LEVEL:

COMPLEX

POTENTIAL RISK
- LIABILITIES
- REPUTATION
- SHARE VALUE
- LEGAL ISSUES
- FINANCIAL METRICS

EXPENSIVE
WHAT OUR SERVICES LOOK LIKE TO OUR CLIENTS

PERSONAL LEVEL:

OUTSIDE COMFORT ZONE/CONTROL

PERSONAL RISK

• PROMOTION
• REPUTATION
• OPPORTUNITIES
• BONUS/RAISE
• CAREER
GAINING A SLIGHT EDGE ON YOUR COMPETITION
#1 - HOW TO GAIN A SLIGHT EDGE

WORK YOUR OPPORTUNITY FUNNEL WITH PURPOSE
BUILD VALUED RELATIONSHIPS
#2 - HOW TO GAIN A SLIGHT EDGE

BE SELECTIVE WITH YOUR RELATIONSHIPS
CHOOSE QUALITY PROSPECTS, CLIENTS, AND INTERMEDIARIES THROUGH GOOD GOALTENDING
#3 - HOW TO GAIN A SLIGHT EDGE

PRACTICE THE GOLDEN RULE
IN ALL YOUR INTERACTIONS
#4 - HOW TO GAIN A SLIGHT EDGE

**PRACTICE GOOD LISTENING**

DON’T JUMP TO SOLVING THE PROBLEM TOO EARLY

*If we were supposed to talk more than we listen, we would have two tongues and one ear.*

- Mark Twain
#5 - HOW TO GAIN A SLIGHT EDGE

BUILD CREDIBILITY THROUGH EXPERTISE AND BY GIVING EFFECTIVE ADVICE
BECOME SKILLED IN YOUR AREA(S) OF EXPERTISE
DO YOUR HOMEWORK ON YOUR PROSPECTS AND CLIENTS
#6 - HOW TO GAIN A SLIGHT EDGE

BUILD CREDIBILITY

BUILD ON YOUR STRENGTHS AND DON’T TRY TO BE SOMETHING YOU’RE NOT
A POSSIBLE OUTCOME OF GOING IT ALONE OR GOING BEYOND YOUR CAPABILITIES . . .

DON’T BE THIS GUY . . .

. . . AND DRAG THIS UNHAPPY CLIENT DOWN WITH YOU!
#7 - HOW TO GAIN A SLIGHT EDGE

BUILD CREDIBILITY BY BUILDING A STRONG TEAM

THE EARLIER YOU START, THE MORE TOOLS IN YOUR TOOLBOX, THE BETTER CHANCES FOR SUCCESS
FILL IN YOUR WEAKNESSES WITH QUALITY COLLEAGUES
BUILD CREDIBILITY BY BECOMING A SOLUTION PROVIDER
DON’T WORRY IF YOU DON’T KNOW ALL THE ANSWERS BUT MAKE SURE THAT YOUR TEAM DOES
#9 - HOW TO GAIN A SLIGHT EDGE

BUILD RELIABILITY THROUGH YOUR DELIVERY

MEET OR EXCEED CLIENT EXPECTATIONS IN ALL AREAS (SCOPE, SCHEDULE, BUDGET)

ADMIT ERRORS AND MISTAKES QUICKLY AND MAKE THEM RIGHT

Your reputation is your wealth
#10 - HOW TO GAIN A SLIGHT EDGE

- Return phone calls and emails promptly
- Don’t cancel scheduled calls or meetings
- Stay current in your field and on your client
- Send meeting agenda and notes in advance
- Set goals for meetings, calls, and make sure they are achieved

Build reliability through your consistency
#11 - HOW TO GAIN A SLIGHT EDGE

CREDIBILITY + RELIABILITY = BUILD CONFIDENCE
#12 - HOW TO GAIN A SLIGHT EDGE

GET CLOSE TO YOUR CLIENT
GET TO THE PERSONAL THINGS RELATED TO THE MATTERS AT HAND

MANY MISS THIS OPPORTUNITY!
#13 - HOW TO GAIN A SLIGHT EDGE

STAY FOCUSED ON YOUR CLIENTS AND STAY CONNECTED FREQUENTLY
THIS IS ONE OF THE EASIEST WAYS TO STAY AHEAD OF YOUR COMPETITION
#14 - HOW TO GAIN A SLIGHT EDGE

MAINTAIN PATIENCE
BUILDING A PRACTICE IS A LONG-TERM PROCESS; JUST AS IT IS TO BUILD A SOLID RELATIONSHIP
#15 - HOW TO GAIN A SLIGHT EDGE

MAINTAIN THE RIGHT FOCUS
DON'T FOCUS ON TRYING TO FIND THE BUSINESS
FOCUS ON BUILDING RELATIONSHIPS
THE FOUNDATION OF RELATIONSHIP DEVELOPMENT

IT’S ALL ABOUT BUILDING RELATIONSHIPS THAT ARE BUILT ON TRUST!
THE ULTIMATE GOAL

TRUSTED ADVISOR ROLE

Giving effective advice based on solid expertise and a deep understanding of the person’s needs, with the person’s best interests at heart.

BECOME A TRUSTED ADVISOR!
PUTTING IT ALL TOGETHER

It’s all about the client!

RELATIONSHIP DEVELOPMENT

- Expertise
- Effective Advice
- Strengths
- Network
- Teams
- Solution Provider

TRUST
- Be Yourself
- Listen > Talk
- Golden Rule
- Focused 
- Close
- Connected
- Get
- Reliability
- Credibility

Patience

Client Confidence

• Transparency
• Details Matter
• Results ≥ Expectations

Inquiries
- Leads
- Suspects
- Prospects
- Clients

Attention Building Needed

Relationship Building Zone

Valued Relationships
ENJOY BUSINESS RELATIONSHIP DEVELOPMENT!

THIS IS FUN!
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Panel Discussion

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