Elevate Your Business Strategies
FREE Webinar Series hosted by ASHE

presented by Elevate Marketing Advisors

ASHE's webinar series is designed to address virtual meeting challenges, approach business development with a fresh perspective, and help prioritize client relationships.

JULY 14: LIONS AND TIGERS AND VIDEO INTERVIEWS (12–1 PM EST)

REGISTER

presented by Dena Wyatt

Many firms have moved to virtual interviews. Join Dena to discuss best practices for preparing and delivering virtual interviews and learn to develop strong, persuasive, impactful messages. Whether virtual or in person, interview goals remain the same – TO PERSUADE THE CLIENT TO CHOOSE YOUR TEAM.

Key Objectives:
— Discover techniques and best practices for virtual success
— Understand how to present a persuasive message
— How to differentiate your team in a virtual setting

AUGUST 11: SOCIAL MEDIA FOR BUSY PROFESSIONALS (12–1 PM EST)

REGISTER

presented by Jen Newman, FSMPS, CPSM

In an increasingly digital world your social media presence isn't merely a "when I have time" activity, it's a necessary part of your BD strategy. Using social media effectively can be a struggle and is often relegated to the bottom of the to do list. Social media channels, particularly LinkedIn, are effective ways to connect with clients and share information about you, your firm, your vision, and your story. This webinar takes you through social media strategies to increase visibility and position your firm in a social environment.

Key Objectives:
— Learn how to improve your social media profile so others take notice
— Understand simple techniques to raise your social media presence in minutes a day
— Learn to organize and prioritize your efforts with a social media calendar

SEPTEMBER 8: MAXIMIZING YOUR BOTTOM LINE WITH EFFECTIVE GO-NO GO PROCESSES (12–1 PM EST)

REGISTER

presented by Joy Guinn, FSMPS, CPSM

New research from the Society for Marketing Professional Services (SMPS) indicates the average A/E/C firm hit rate – measured most commonly as the total number of proposals submitted to the total number of projects won – falls within the 37-44% range, depending upon discipline. As such, it's never been more imperative to establish and implement a Go/No-Go process. Pursuits are a huge expense for firms (including marketing and technical time, printing, shortlist interviews, etc.) so it's critical to be strategic when deciding to pursue a project.

Key Objectives:
— Understand the impact a Go/No-Go decision will have on the firm's balance sheet
— Bridge the gap between technical or business development and marketing professionals to make strategic decisions
— The importance and value of pre-positioning to know the client's needs specific to a project

ASHE

ABOUT ELEVATE MARKETING ADVISORS

Elevate Marketing Advisors develops marketing and business development campaigns to invigorate your brand, differentiate your firm, and drive business to your bottom line so you stay focused on design and delivery of your discipline.

We are driven to help people and firms realize their beyond through relationship, advocacy, and an elevated client experience. We do this through a daily commitment to our guiding principles:

- Embrace Authenticity
- Reject Mediocrity
- Invest in Relationships
- Deliver with Intention
- Have Fun and Kick Ass!

ELEVATE MARKETING ADVISORS

elevatemarketingadvisors.com

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OCTOBER 13: STAND OUT WITH CLIENT EXPERIENCE STRATEGIES (12–1 PM EST)

REGISTER

presented by Sarah Kinard

During the COVID-19 lock down, did you receive a call that seemed incredibly out of place and another call that seemed so helpful that each stands out to you? With increased stresses, both personal and professional, and the need to re-envision many aspects of our business and lives, how can we ensure marketing and BD initiatives are relevant, timely, and help us stand out from the competition? How we respond during these times will either bring our clients delight or become an unfortunate internal meme. This session presents an empathy-mapping exercise focused on how to stay connected with clients during various stages of a relationship with goals to be present, be relevant, and stay in it together!

Key Objectives:
— How brain science informs client experience and empathy
— Develop a client persona focused on empathy
— Define and use an empathy map to look for opportunities for your firm and potential white space with that client

NOVEMBER 10: PROPOSAL STRATEGIES TO INCREASE YOUR WIN RATE (12–1 PM EST)

REGISTER

presented by Carla Thompson, FSMPS, CPSM

Winning proposals are based on good intelligence about the client and the project, careful planning and structuring of the material, and your ability to convey your firm's key differentiators. Join Carla as she walks you through a proposal strategy process that digs deep to understand what the client is looking for, what you can offer that no one else can, and the keys to creating a custom proposal that resonates with the client.

Key Objectives:
— Develop a proposal that is tailored to the client and the project
— Turn boring project descriptions and stats into interesting case studies the selection committee will actually read
— Use messaging, design, and formatting to create a proposal that will stand out from the competition

DECEMBER 8: CLIENT FEEDBACK – DISCOVER WHAT MATTERS MOST TO YOUR CLIENT WHILE BUILDING YOUR BUSINESS RELATIONSHIP (12–1 PM EST)

REGISTER

presented by Carolyn Ferguson, FSMPS, CPSM

This webinar reinforces the significance of establishing and maintaining positive working relationships to achieve professional success through client feedback. Discover how to build and rebuild trust-based relationships with colleagues, clients, and contract partners with an active client feedback program.

Key Objectives:
— Understand the importance of making feedback one of the most powerful assets to your interpersonal effectiveness
— Learn best practices for giving and receiving feedback
— Understand how listening fits into feedback and leadership
— Connect with executives and learn from their journeys

PREVIOUSLY PRESENTED WEBINARS OFFERED ON-DEMAND

Get the Most Out Of Your Virtual Meeting

presented b y Jen Newman, FSMPS, CPSM

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Navigating Market Shifts With A Strategic Business Development Approach

presented by Jen Newman, FSMPS, CPSM

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Maximizing Client Relationships From Behind The Desk Or From A Physical Distance

presented by Jen Newman, FSMPS, CPSM

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