

Our work with... business and professional services

The fifty or so organisations in this sector for whom we've delivered training over the last three or four years cover a wide variety of businesses (lawyers, accountants, communications agencies, specialist consultancies, property services, etc, etc), so it's no surprise that the range of areas in which we've had the pleasure of supporting them has been equally wide.

They break down into five main categories:

1 Management and personal effectiveness

Obviously, given that this is 'our thing'.

The most popular subjects recently have been (with the top five in bold):

Coaching skills for line managers

Conflict management

Executive coaching

Honest conversations

Impact on others

Influencing skills

Judgement & decision-making

Management development programme

Management essentials

Managing people within the law

Personal branding

Presentation skills, TED-style

Remote management

SMART objectives

Team member to team leader

Time management

The Management Development Programme is perhaps the one for which we're most well-known.

It gets great feedback. Emma Ferry, Head of CRM Services at PayPoint, said:

'I wholeheartedly recommend Maximum Performance for arming managers and teams with a toolkit they can carry with them throughout their career. Maximum fun and maximum return on investment!'

And there's an equally loyal following for our remarkable presentation skills workshop, **TED-style**.

2 Sales and business development

Whether we call it sales, business development or practice development, we all need more clients. But the process of getting new business can be very different for professional services.

Through our sister brand, **The In-House Training Company**, our work in this area has centred on consultative selling, networking skills, and presentation skills, in addition to the more conventional range of sales and business development skills.

3 Customer service

We have another sister brand, The Customer Service Training Company, through whom we have delivered quite a number of customer service programmes for our business and professional services clients, some of them relatively generic and some entirely bespoke. The 'flagship' programme, **GREAT customer service**, is very popular, of course, but so are the more specialist workshops on *Building good relationships* and *Challenging client conversations*.

Here's some sample feedback from just a single session on telephone customer service skills, one of many we ran for an accountancy practice:

Can't fault, everyone is engaged within the first 10 minutes and it applies to everyone – the lessons learnt stick and are pleasantly memorable.

Great teacher with some really helpful tips with regards to call handling.

Brilliant!

Very engaging and enjoyable. Lots of good tricks, tips and skills to enable the team to control, manage and direct the call so it is professional and polite.

It's something everyone thinks they have but something everyone needs that reassurance.

Even if you've been on hundreds of customer service training days you will learn something new.

Emphasis on customer highlighted in an informative, enjoyable way.

4 Director development

Sometimes it's not just the front-line staff or the managers who need support. We've delivered one-to-one executive coaching for numerous partners, directors and senior managers in business and professional services firms. We've also delivered bespoke sessions for the board. And, through our sister brand, The Boardroom Effectiveness Company, we've also delivered the core programme, **The effective company director** (this last six years running in one case, in all the regional offices of a major planning consultancy).

5 Specialist topics

Once clients realise the range of topics we can cover, they begin to ask for more and more specialist training. Examples from recent clients in the business and professional services sector include:

Contract negotiations

Credit control and debt recovery

Excel Level 2

Health and wellbeing

IT helpdesk skills

Level 2 award in Food Safety

Mental health in the workplace

MS Word

Project management

Train-the-trainer

Unconscious bias

Workplace investigations

World class mindset

Every client is different and that's particularly the case with business and professional services.

And there can be a world of difference between dealing with a marketing communications consultancy, for example, and a City law firm.

We 'get it'.

So if you've got a development need in your firm that might need sensitive handling, have a word – we're here to help!

Give us a call on **01582 463460** to discuss the most appropriate solution to any requirements you might have.