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)**

*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)**

*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)**

*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
FREE Webinar Series hosted by ASHE
Elevate Your Business Strategies

**OCTOBER 13: STAND OUT WITH CLIENT EXPERIENCE STRATEGIES (12-1 PM EST)**  
*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)**  
*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)**  
*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 by Jen Newman, FSMPS, CPSM*

*Navigating Market Shifts With A Strategic Business Development Approach*  
*presented by Jen Newman, FSMPS, CPSM*

*Maximizing Client Relationships From Behind The Desk Or From A Physical Distance*  
*presented by Jen Newman, FSMPS, CPSM*