



## Cultivating Business Development Champions in Professional Services

In professional services, fee earners are increasingly expected to own the business development and service-delivery lifecycle as "rainmakers." Individuals who display 'activator' behaviors play a vital role in driving business growth and fostering their behaviors among a firm's professionals is crucial to succeed in today's competitive environment.

One of the key differentiators activators display is a strong commitment to business development, leading to increased client acquisition, retention, and overall business expansion.

### SUPPORTING ACTIVATOR BEHAVIOR ACROSS YOUR FIRM

#### Optimize tools and processes:

Establish processes designed to promote business development activities and ensure access to accurate client data, leveraging advanced analytics for targeted engagement strategies.

#### Share strategic client insights:

Provide deep client insights and market intelligence to facilitate a nuanced understanding of client needs in offering tailored solutions and value-added services.

#### Advance CRM automation:

Implement CRM automation solutions and AI-driven functionality to automate routine tasks and unearth hidden opportunities for strategic client engagement.

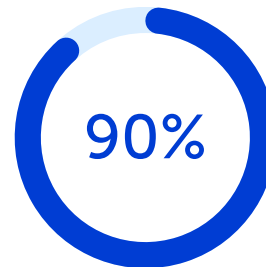
#### Specialize training programs:

Develop training programs crafted for your professionals and provide access to industry experts and thought leaders for continuous learning and skill enhancement.

#### Share best practices:

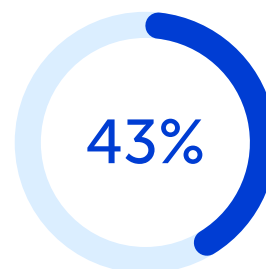
Showcase success stories and best practices, facilitating peer-to-peer learning and continuous improvement.

### THE IMPORTANCE OF COMMITMENT:



**“ Nearly 90% of Activators report that they reserve time for business development every week; only one-third of partners with other profiles report the same.”**

Harvard Business Review



**“ The professional services industry recently reported the highest percentage (43%) of risk from ‘loss of income’ than any other industry.”**

Aon's Global Risk Management Survey

# Maximizing Business Development Potential with Introhive



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## Meeting briefs and in-workflow client intelligence:

- Provide comprehensive meeting briefs and intelligence to professionals within existing workflows (Outlook, MS Teams).
- Equip your team with valuable insights before client interactions (company news, CRM data, firm-wide interactions, and marketing & billing), ensuring they are well-prepared and informed to make a lasting impact.

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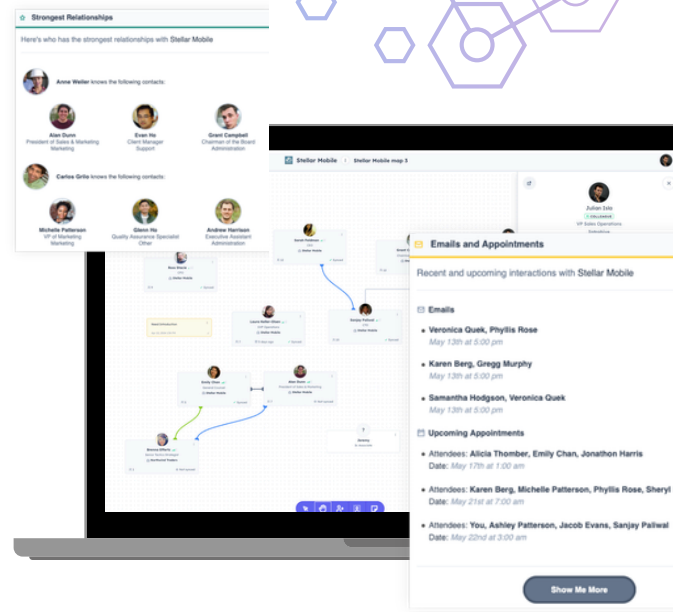
## Nuanced client insights for personalized interactions:

- Offer contextualized insights that enable professionals to better understand client needs, motivations, and past and present interactions.
- Facilitate personalized interactions that resonate with clients, driving value and fostering long-term relationships.
- Empower professionals to anticipate client needs and proactively address challenges for greater trust and loyalty over the long term.

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## Mapping connections and identifying revenue opportunities:

- Assist professionals in mapping connections across the firm to identify new revenue opportunities and warm introductions.
- Foster collaboration and cross-selling initiatives to maximize business development potential and drive sustainable growth.



By providing the right tools, insights, and support, Introhive empowers your team to cultivate business development champions and unlock your firm's full potential.

## Your Data Privacy and Security is Our Top Priority



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