

positioning + lead gen + service offerings: **jan 9–10, 2020**

all new module this year
service offerings

this year, for the first time, we'll be layering in a new module on how to construct your service offerings—particularly the ones sold to clients at the outset

a yearly firm-altering seminar from
recourses: david c. baker
nashville, jan 9-10, 2020



a gathering of disciplined + courageous + intelligent marketing leaders



eager to be irreplaceable so that their expertise can be fairly valued



to exert further control over their business. like you.

Control (or options).

It can seem like positioning and then business development are primarily about keeping busy, but that's not quite true. It is what most firms believe, though, which is why they crank up their own marketing efforts when the pipeline looks empty. And then when the firm gets busy again, they abandon the pursuit of new business and go back to keeping clients happy.

That porpoise cycle is reactive, sure, but it also feeds the notion that the marketplace should determine how big your firm is. More work around the corner? Hire people! Clients shut off the pipeline? Lay employees off!

We have a different vision for your firm that starts with an understanding of the real role of marketing: control. You see,

it takes a lot of courage to turn down a mildly qualified client that would fill that slot on your roster that just became empty, especially if it's that or dismiss employees. But if we can give you two possibilities for that one slot and you only need enough courage to choose the more qualified of the two, well, that's easier!

To put this differently, the best relationships in business are ones that are characterized by distributed control. The client's control is obvious, from wasting your time or not giving you enough of it. And then all of the way to firing you. But what control do you have in that relationship?

Here's the answer: the only control you have in a professional service relationship is to withhold your expertise. And when you do that, the clock starts.

Tick. Tock. Tick. Tock.

When the *client* believes that they have found a suitable substitute, the clock stops—and that elapsed time correlates inversely with how much control you had in that relationship. The quicker they replace you, the less control you had.

Now we get to the concept of "availability of substitutes," a term used in economics. The more substitutes there are, the less power you have, because you can more easily be replaced. If you are an undifferentiated firm, you're facing a world with

ca. 45,000 substitutes (i.e., competitors).

Now some tough love: you do good work with good people, but neither of those are exclusive to your agency. There are many good firms out there.

But with the new research on positioning we'll walk you through, let's guide you to become substantively different and get that number of competing firms down to between 10 and 200. And then we'll carefully craft a hit list of about 2,000-10,000 truly matched prospects for you.

But that's just the advanced positioning part, and the research behind this will stun you. Nothing changes at your firm, though, until you pair that positioning with a tested and thoughtful lead generation plan. We'll delve into the six higher-level, agency-proven ones and then help you select one of them to implement at your firm.

New this year is a module on how to craft your service offerings—especially the ones offered at the outset of new client relationships. We'll work through how to package these.

This is quite different from a traditional sales eco-system, which we think you should avoid. Playing the part of supplicant doesn't mesh with expertise. Together, let's build an authentic and honorable approach to closing opportunity.

This is a serious seminar and you won't be comfortable unless you are smart, courageous, and disciplined. But if you're a good fit, expect your fee billings per full-time employee to rise 20% by the end of 2020. Better yet, though, expect to grow comfortably into the role of an expert and feel far more in control of your new business efforts.

Will you join us? It's a very small risk with a very large payoff. It's all new, too, and the level of learning will be astounding to you.



the right people + the right inputs = remarkable results

THURSDAY, JANUARY 9

- 9:00 to 9:30 Introduction + Introductions
- 9:30 to 10:15 Making the Right Decisions in the Right Order
- 10:30 to 12:00 Applying + Testing New Research Around Positioning
- 12:00 to 1:00 Lunch with Fellow Attendees, On Your Own
- 1:00 to 2:15 Applied Guidance: Positioning Workshop
- 2:30 to 4:00 Testing / Packaging / Pricing

FRIDAY, JANUARY 10

- 9:00 to 10:30 Getting the Basic Insight Components in Place
- 10:45 to 12:00 Choosing One of the Six Top-Third Effective Lead Generation Levers
- 12:00 to 1:00 Lunch with Fellow Attendees, On Your Own
- 1:00 to 3:00 Continued
- 3:15 to 4:00 Q/A

PRICE

\$1,600 per attendee (pay for two—bring as many as you want)

Payment due in full at registration. Tuition fees are non-refundable. Substitutes welcome at any point, though, and registrations can be transferred to any event within one year. Principals and leaders with decision-making authority will be most comfortable. Travel and accommodations and meals are not included. Multiple attendees from the same firm should each complete an individual registration. After you pay for the first two, all other attendees from the same firm are free.

ACCOMMODATIONS

We aren't holding a room block, but there are two dozen hotels within walking distance of the venue.

REGISTRATION

To register, please follow this link:

2020plgso.eventbrite.com



help us put the right group together.

Is this a fit for me? That's the question I'd ask in your shoes, so let me take a stab at giving you a candid answer.

You want to know who to talk to, what to say to them, and how to describe your services during that first impression stage.

You want better business development. In some cases that's more of the same kind of opportunity, but more likely you're looking for better opportunity.

You want to figure out why your current positioning isn't

yielding the results you had hoped for.

You want to understand how you could focus business development efforts more effectively, with the right personnel, with a strategy for eliminating distractions.

You are pretty good at converting opportunity when you have a chance, but you want to sell more of that higher level strategic work and you want to start off new client relationships on the right foot instead of merely hoping to get a seat at the table later.

You are tired of sales techniques that are really just that—techniques. You long for a more authentic exchange where you don't have to play the part of supplicant.

You want to see real examples of agencies doing it right and succeeding in the process.

You want to understand the proper role of your website and how it should be configured to be your central business development tool.

You want to separate the substance from the hype

around marketing automation and determine what tool(s) you might use, if you use it at all.

You want to see the whole eco-system in place and what it might do for you.

You don't mind spending time on business development, but you don't want to make promises about things you don't enjoy doing, and you don't want to waste any of the limited time and funds at your disposal.

You want to climb the ladder of lead generation and do

lead generation in a way that feeds your positioning as an expert. You want prospects to assume your expertise and not question it like they do now.

You want some real techniques to develop better habits around demonstrating your expertise regularly.

You want to compare notes with other smart agency folks who are in the trenches like you are.

You want a simple, actionable plan to take to market so that 2020 is the best year that you've ever had.

You'll be a good judge of whether or not this special event is right for you, but I'm also glad to discuss it with you: me@davidcbaker.com with questions or to find a time to chat.

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behind the scenes

DAVID C. BAKER

Understanding marketing is a pursuit of endless depth because it involves an attempt to understand elusive Humans.

Flying airplanes and helicopters gives me context and perspective.

Capturing images tops off my artistic soul and expresses it more kindly.

Music theory and vocal performance majors merge math and linguistics.

Growing up with a

Mayan tribe incorporates anthropology and history.

Learning eleven languages and theology leaves me loving language.

Visiting thirty plus countries helps me define

“best” in different ways.

Consulting is something I understand as meaningful conversations, appropriate venues for applying intellect, and the helpful pressure to articulate.

I see myself as part researcher, part scientist, and part educator. In that role, I have worked with 900+ firms around the world, just like yours.

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This seminar is planned, delivered, and owned by ReCourses, Inc., the vehicle through which David C. Baker provides business insight to expert marketing firms as an author, speaker, and advisor.

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