

## Qualifications

Unsurpassed marketing vision™

# Business Development Training for Professionals

**Kevin Brown Marketing & Consulting**, founded in 1991, specializes in serving professional services firms. The firm's clients range from some of the country's largest professional services firms to local and regional firms.

### Our Founder

Kevin W. Brown, M.B.A., is a recognized expert on professional services marketing with over 20 years experience. From the beginning of his firm, Kevin developed many new, innovative concepts and techniques that are proprietary to his firm, including the unique "Part-Time Director of Marketing™" service.

### Experience

In addition to serving over 300 firms since 1991, Kevin has extensive in-house experience. Prior to founding **Kevin Brown Marketing & Consulting** in 1991, Kevin was the Director of Marketing for Deloitte in Orange County, where he created and managed a comprehensive marketing department. His background also includes positions in strategic consulting and commercial banking. Through this breadth of experience he has developed a well-rounded business perspective that is quite valuable in the marketing process.

### Education

Academically, Kevin has earned a Master of Business Administration degree in Marketing from California State University, Fullerton and a Bachelor of Science degree in Economics and Management from the University of California, Riverside.

### Speaking Engagements and Articles

Kevin is author of over 100 articles published nationwide and locally. He regularly speaks to professional services firms and organizations. Kevin has been invited to speak at national conferences in locations such as Washington, D.C., Atlanta, Denver, Phoenix, San Francisco, Los Angeles and other locations. He has provided training to firms of all sizes.

**KB** KEVIN BROWN MARKETING & CONSULTING  
*The Specialists in Professional Services Marketing™ – Founded 1991*

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& Nationwide

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Since 1991  
SoCal's Premier  
Marketing  
Firm  
Specializing in  
Serving  
Professionals



# Business Development Training for Professionals: Curriculum

Do your professionals, both partners and associates, need to improve their skills in generating new business? If so, **Kevin Brown Marketing & Consulting's** "Business Development Training for Professionals" may be the solution for your firm. This program is designed specifically for professionals and the practice development challenges they encounter.

## Day-Long Training or Short Workshops:

**Kevin Brown Marketing & Consulting** offers numerous course options, which can either be done as a "One-Day Comprehensive Training Program" or as a 2-3 hour "Periodic Workshop" training session(s). You may select from any of the topics below. For *Periodic Workshops*, we suggest weekly, monthly, bi-monthly or quarterly training.

## Format:

All training is lead by Kevin W. Brown, M.B.A., and is designed around an extensive handout package that includes useful action steps, checklists, forms and worksheets, helping your professionals to learn and apply key rainmaking and practice development concepts. Class size is limited to a maximum of 20, which allows effective role-playing and discussion groups. The presentation will be held at your offices. Time length for *Periodic Workshops* is designed to be 2-3 hours.

## Cost:

Cost for the *One-Day Comprehensive Training Program* is \$3,500 (you may select any four of the sessions below). Cost for the *Periodic Training Workshops* is \$1,000 each (local area only; contact us for out-of-area training). Cost includes handout materials for up to 20 personnel. Customized workshops, varying from the descriptions below, are available at additional cost.

## Training Topics:

- I. Marketing for Professionals & Essential Rainmaker Skills
- II. How to Optimize Your Referral/Networking Relationships
- III. Professional Selling Skills for Professionals
- IV. Social Media and Digital Marketing
- V. Maximizing Involvement in Professional & Community Organizations
- VI. Personal Branding: Raising Your Profile
- VII. How to Use Business Presentations to Gain Referrals and Clients
- VIII. Cross-Selling & How to Obtain More Business from Your Clients
- IX. Keys to Effective Client Service
- X. Developing Your Own Personal Marketing Plan