

## Building a Business Development Program for an International Consulting Firm Generates Revenue, Relationships

**A** leading strategy consulting firm had a strong client relationship focus, but lacked a formal program for targeting and gaining entrée to new prospects. Looking for breakthrough access, the firm turned to Broderick for help. Our initial mandate was to design and implement a program to penetrate key prospects that the client had been unable to initiate relationships with on its own. The goal was to generate face-to-face meetings with difficult-to-reach C-level decision makers in Fortune 500 companies.

### Engagement Plan

Our client wanted a very focused and effective business development effort that leveraged current brand and marketing activities and reduced senior time spent on “finding” prospective clients. We developed a program that utilized the firm’s extensive thought leadership through a monthly content based mailing program coupled with an ongoing calling program to set meetings with targeted executives to share knowledge and best practices.

The Broderick team worked closely with the client to profile the prospective clients to target for the program. We developed an initial list of very senior decision makers in targeted industries and companies. We reviewed current thought leadership materials to select the content that would be the most relevant and compelling to the target prospects.

Working with the billable client teams, we developed an understanding of each of the function and industry segments that we would be approaching to schedule meetings, and together developed our messaging and follow-up for the calls. We created a process for coordinating scheduling and preparing the partners for each meeting.

Using our proprietary pipeline management system, Broderick tracked every marketing and business development touch (mailings, voice mails/emails, conversations, meetings, proposals) and all sold work.

### Key Themes and Recommendations



### **The Bottom Line**

The program is in its fifth year, and to date has generated over 440 meetings with senior executives, creating a pipeline of business development relationships to cultivate. Our client has sold \$20.2 million in work to date as a result. The program has repeatedly touched, through mailings and calling, over 2,000 targeted senior executives. Our client's brand awareness has been reinforced and enhanced through each of these touches.

Total program ROI to date is over 1,000%.

### **REPRESENTATIVE CLIENTS**

#### *Accounting*

Deloitte  
Ernst & Young  
PricewaterhouseCoopers

#### *Consulting*

A.T. Kearney  
Bain & Company  
BearingPoint  
Black & Veatch Consulting  
Booz Allen Hamilton  
Capgemini  
Clarkston Consulting  
Deloitte Consulting  
Gartner Consulting  
Hay Group  
John Ryan Company  
Mellon Financial Corporation  
Mercer  
Motorola Professional Services  
Oliver Wyman  
The Parthenon Group  
The Segal Company  
UPS Consulting  
Watson Wyatt Worldwide

#### *Law*

Cuatrecasas  
Fried, Frank, Harris, Shriver & Jacobson  
Holland and Knight  
Jackson Lewis  
Mayer, Brown, Rowe & Maw  
Morgan Lewis & Bockius  
O'Melveny & Myers  
Orrick, Herrington & Sutcliffe  
Squire, Sanders & Dempsey  
Wilson Sonsini Goodrich & Rosati  
White & Case

For more information, please visit our website [www.broderickco.com](http://www.broderickco.com) or email [info@broderickco.com](mailto:info@broderickco.com)

**Broderick & Company**  
100 Tiburon Boulevard  
Mill Valley, CA 94941  
Tel: 415-944-8107  
Fax: 415-388-0667

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