

Business  
Development  
& Marketing  
**NEWS**

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# Networking our Super Powers

and further information  
from the BDM segment

# Editorial

Dear Reader,

After a very warm summer of enjoying al fresco evenings dining out, it may now be your finances that need some rest and recuperation as Autumn approaches.

With this season fast approaching, it too is filled with a surprising number of financial hurdles that we will have to navigate through personally, as well as potentially advising our clients on. Back-to-school shopping, university fees or the likely increase in your utility bills are all potentially looming on the horizon!

But before we wish 2017 away too quickly, we still have another opportunity to come together for the GGI World Conference to discuss the many key financial, accountancy and marketing issues which have been lined up for Vienna in October.

Once again, a big thank you to everyone who has contributed to this issue of our Practice Group's FYI Newsletter, and I hope to see many of you in Austria from 19 October onwards. You can get involved on Twitter in the lead up to the event, by using #GGIVienna.



**Alan Rajah**  
Global Chairperson of the  
GGI Business Development  
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## Networking our Super Powers

By Talia Berger

**'What do you do?'**

**'I'm a \_\_\_\_\_.' (Lawyer/Accountant)**

How ironic that the most intuitive ice-breaker question more often than not produces a 'conversation stopper' answer!

I am neither a Lawyer nor an Accountant but over the years, I have met many examples of both in social/business forums. Rarely did the conversation ever go beyond their title and recently I realised I have NO idea what they in fact do!

Imagine for a moment a social setting, where introductions are made and when asked 'What do you do?' the IP lawyer answers: 'I am a Guardian of IP', the tax accountant replies: 'I save my clients money - legally', the attorney adds: 'I protect my clients from evil!' and the accountant confidently claims 'I am a trusted advisor to CEOs' - all of a sudden you are surrounded by super heroes!

I propose that once introduced to someone who is passionate about what they do you are more likely to react, relate and, most importantly - remember. Undoubtedly, there is nothing better than

choosing to work or recommend a professional who loves what they do!

Even if at that moment you are not in the need of a TM lawyer, a tax accountant or a litigator, you will surely recall your unique encounter with a happy, confident professional when the need does arise. Even better, if they've introduced themselves successfully, ensuring their audience understands what field they excel in, these referrals will not only be warm but relevant.

Providing an example to better showcase your expertise goes a long way to ensuring relevant referrals. A tax accoun-

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tant that deals with tax evasion giving a brief example of a celebrity case on the same topic, as well as an IP lawyer describing what they do using global brand names – such strategies are sure to leave a more precise impression on their audience of what they deal with specifically – hence facilitating more accurate leads in the future.

## So what does this mean for us?

Simple – we need to become super heroes in the minds of our audience. We need to break down what we do to the simplest degree so that when asked – ‘What do you do?’, each professional has an answer that warrants the beginning of a stimulating conversation – an answer that is intriguing enough for our audience to want to hear more, engage in conversation and leave having enjoyed a memorable experience.

In all likelihood, for 90% of these encounters the results will not be immediate – but the long-term benefits of this approach are infinite. Beyond the obvious benefit of creating a reputation as a charismatic professional, your au-

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and complex litigation services in Israel, Asia and other countries. They take pride, both as individuals and in their ability to put together bespoke teams to provide the best most efficient services for their clients.



dience will benefit from understanding better what you do and be able to send potential relevant leads your way as a result.

Surprisingly, many (if not most!) employees have untapped circles of networks (sports, hobbies, PTAs, etc.). Sure, their peers might know their profession, but chances are they have categorised

them as ‘Lawyer/Accountant’. Just imagine how much more work and warm referrals your firm could receive if each employee knew how to introduce their super power effectively!

What now? Ask your team what their answer is to the question ‘What do you do?’ and make sure each provides a super hero answer!

# Focus and Commit to the Best Referrals

By Heidi Trieschmann

Hundreds of professional service firms agree on one thing – the majority of their business comes from clients and referrals. How they leverage these resources varies, so finding the right balance and process is critical to increasing referral introductions.  
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If you utilise a CRM (Customer Relationship Management) system, pull a report showing your 'referral sources'; you may find that each professional has more referrals than they could ever meet with. Decide who your best referral sources are and find a way to leverage

them. A formalised programme allows you to develop deeper relationships and keep professionals focused on reaching out regularly to key centres of influences.

Find another firm or company looking to do the same thing – lawyers, accountants and bankers. Choose the

organisation with the best synergies and determine if they have an interest in piloting a formalised referral network programme.

## Develop a process

Both organisations need to be in agreement on specific action items of how they will develop, market, support and measure success of the programme.

### Tools & Marketing Support

- Develop marketing & communication materials
- Focus on internal and external audience

### Inventory & Strategy

- Know your referrals
- Meet with them regularly to ensure the most success
- Have an ongoing outreach

### Mandate & Positioning

- Get agreement on regular meetings
- Position as long-term relationship management
- Track programme success
- Provide consistent follow-up and track outgoing and incoming referrals.

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**Heidi Trieschmann** is Director of Business Development. Heidi has 20 plus years of management, sales, marketing

and consulting experience owning high-level growth initiatives. She has worked with global, national and local firms creating and implementing programmes that drive visibility and revenue.



# Business in China: Appreciating a Growth Mindset

By **Andrew D. Wong**

Much has been made of the importance of culture when doing business in China. Less discussed is how such differences are tied to a distinct economic reality. Their bias for speed and risk-taking,

for example, is more market-driven than cultural.

Since economic reforms began in 1978, China has experienced the fastest sustained growth of any large country in history. This growth is attributable in no small part to the policy of its government.

While economic growth is tied to political stability and government policy, government legitimacy is also linked to the country's continued prosperity. This symbiotic relationship means that government policy will likely remain business-friendly, and explains why most Chinese



are happier with their government than we expect.

China's rapidly growing middle class, which consists mainly of young consumers, has given rise to a dynamic consumer market. Speed and risk-taking are essential to success in this market where new products and consumer trends dominate. Businesses who get it right are rewarded with fantastic profit margins. This is the environment that has shaped China's business culture.

Of course, attitudes and practices depend on many things, but bear in mind this growth mindset when engaging your Chinese partners. Arming oneself with an understanding of cultural practices and your partner's mindset will improve your chances of success in one of the world's most exciting markets.

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# Data: The Unexciting Side of Marketing

By **Samantha Davies**

During the marketing planning process last year, a considerable amount of discussion centred on one topic... data! This is not the most exciting part of marketing but one that is fundamentally important and acts as the foundation of everything a marketing team does.

With General Data Protection Regulations (GDPR) looming, it's something that most firms can't avoid. GDPR will regulate all data held by any organisation – including the data used for marketing.

Rather than this being an inconvenience, it seems appropriate to use the regulation changes to tackle data quality overall. In many firms, just understanding what marketing data you hold, its origins, where it's stored, who

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**Samantha Davies** is Group Head of Marketing at Haines Watts. She has over

20 years' experience in marketing and leads the firm's marketing efforts within the UK. Sam's focus is developing the Haines Watts brand and strategic marketing planning.



has access to it and the quality of that data is the first task.

This year's focus should be improving the quality of data through the education of marketing and administration people responsible for data. The challenge also lies in educating the firm and associated businesses on GDPR

legislation and the importance of good quality data overall. When marketing people are spread geographically this can be a challenge, so hosting internal seminars & webinars to provide this education is key.

Would this project excite most marketing professionals? Not really; it's

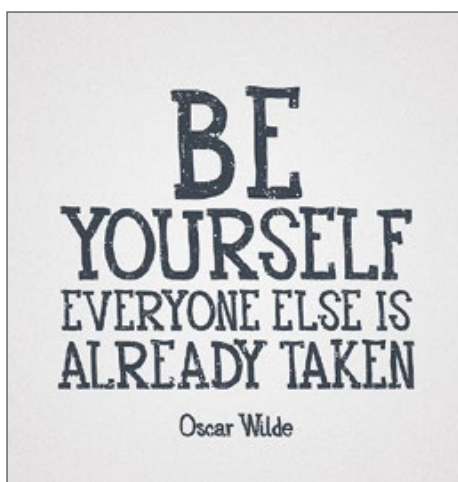
neither exciting nor creative, but marketing professionals understand the importance of data as the foundation of everything they do. There's no point in spending time and budget on great marketing if it's based on bad quality data. After all, firms can't get great results if they don't have great data.

# What's Your Brand?

By Jim Ries

Internationally successful brands like Apple, Oprah and Disney are authentic and consistent. They are not trying to be something they are not, which is partly how they gained worldwide respect and recognition. As Oscar Wilde once said, "Be yourself because everyone else is already taken."

We all have a personal brand that influences the way others think about us and whether they want to do business with us. Your brand is the experience people have when they do business with you. It is the benefits and features you commit to deliver, and your follow-up afterwards. Furthermore, word-of-mouth referrals have the greatest influence over how people make buying decisions, so your personal brand is a big deal.



Your personal brand includes who you are privately and professionally. It is what people say about you when you are not in the room. You can better understand your brand by asking trusted friends how you are perceived by others.

When you think about your brand,

consider what makes you different:

- What do you do better than everyone else?
- How do people describe you?
- What do people compliment you on?
- What do people ask you for?

Be prepared to explain clearly who you serve, how you help them and why you do it. Your brand will help you create an impact before, during and after your first meeting. After that, people will remember you, recommend you and make connections for you.

Your voice is also part of your brand. Your words, your tone and your writing should be authentic and consistent with your brand. Keep your brand fresh and relevant by adapting to market changes and personal growth. Manage and promote your brand so you are being perceived by others the way you want them to.

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**Offit Kurman** is a dynamic, full-service law firm. We are our client's most trusted legal advisors, who help them to maximize and protect their business value and individual wealth. In every interaction, we

consistently strive to maintain our clients' trust, further their objectives and help them achieve their goals in an efficient manner.

As Director of Business Development, **Jim Ries** works to increase Offit Kurman's visibility, reach and value in the business community. In support of this and in tandem with the firm's marketing team, he develops and manages outreach programmes designed to educate business owners and entrepreneurs at every stage of their business and personal lives, as well as provide resources to families who wish to protect and pass on their wealth.



**Jim Ries**

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# Developing and Marketing the Ultimate Internship Programme to Today's Students

By Tara Carapellucci

A key component to ensuring internal growth in your company lies within Generation Z. Developing and cultivating an internship programme is essential to providing a bench of custom guided future full time team members for your organisation.

Understand the difference between hiring staff and hiring interns. The two should be approached differently. Start by developing relationships with career coaches at your local colleges in the disciplines that best serve your organisation. These individuals are the faculty mentors to the students and have the best match making skills between the



student body and employers. Be transparent with your ideal candidate quali-

fications. From GPA to extracurricular projects, keep an open mind on a well-rounded student, who is ideally in their sophomore or junior year.

The marketing of an internship boils down to honesty. Students want a sneak peek into life working for you before making their commitments. The market for internships is as competitive as the job market. You want to articulate the exciting components of working at your organisation. Casual dress, flexible scheduling and the ability to work on real world work in progress are some of the most desirable qualities of an employer.

Dedicate a page of your website to potential interns with this information, or create a YouTube channel with testimonials of previous interns that transitioned to full time, to help convey your message. Spread the word for a rewarding programme for staff development.

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# Interpreting Canada's Anti-Spam Legislation and Valid Types of Consent

By Elisabeth Colson

Canada's Anti-Spam Legislation ('CASL') entered fully into force on 1 July 2017. It focuses on commercial electronic messages ('CEMs') and applies to businesses with computer systems located in Canada. A CEM is any email, text message or social media message encouraging participation in a commercial activity, regardless of the sender's profit expectation.

CASL may be the strictest of the existing anti-spam laws. It demands significant adjustment by affected businesses. An opt-in regime, CASL provides that CEMs cannot be sent without prior consent, whether express or implied.

Express consent exists when an individual, verbally or in writing, consents to receive CEMs. It expires if withdrawn by the individual.

Implied consent exists if the sender and receiver have an existing business relationship or an existing non-business relationship, if the recipient's address has been conspicuously published, or if the individual has disclosed his contact information to the sender. It can expire after six months or two years, unless withdrawn earlier. Statutory fines for violation of CASL are up to CAD 10 million for corporations, and up to CAD 1 million for individuals.

Interpretative questions already exist, including whether or not businesses may still rely upon implied consent. While it outlines the usage details of implied consent, CASL's full implementation on 1 July, and the wording of its transitional provisions, can be interpreted to indicate that implied consent may in fact no longer be valid.



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Elisabeth Colson

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# Building Relationships doesn't Always have to mean Cocktails and Long Lunches

By **Errol Denman**

Throughout the world, in virtually every industry, technology continues to create huge shifts in the way we work. At the same time, the value of relationships and quality time with clients has never been more important.

While all clients value tech-driven outcomes such as accuracy and efficiency, the building of trust can only really take place when real conversation and face-to-face interaction happens. Trust is the fuel that drives most of our businesses. Trust is what keep clients, earns fees, underpins value and gets us those invaluable word-of-mouth recommendations. An Oxford Economics study shows our chances of success literally double by pitching in-person.

Many people, even in key leadership positions, would rather be anywhere else than making small talk over a lunch or holding a drink. They find it time wasting and awkward. Well, guess what? So do many of your clients! The drinks party 'natural' is really the exception, the rest of us are the rule.

In our company, we have learned very quickly how unusual events provide the ideal opportunity for relationship building in a relaxed, natural networking environment. Two such examples this year have been an event to host Dr Jane Goodall, the world authority on chimpanzees, and the launching of our Mauritius offices with a day of horse racing in Port Louis. In both, the event was the focus point, making the face-to-face interaction natural and fun.

One of the most valuable investments a company can make is to take the time to match the temperaments and interests of client-facing executives to those of their clients. From this will come face-time that feels like fun rather than hard work. Working together on a community, environment, sport or youth project with a client or potential client is a guaranteed way of building common ground. With a bit of research, you may be surprised to find out what your clients are doing outside of their business lives. Some will be board members of charities and non-profit organisations. If this overlaps with your interests, or those of others in your company, make the most of the opportunity.

Strong relationships are the gold dust of successful business; they're well worth digging for.



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**Nolands** is a company skilled in integrating solutions for clients across the business spectrum. The company is building an African footprint with three new Nolands offices established in the last three years.

**Errol Denman** is a marketing director, based in Cape Town. His background is advertising, marketing and communication.



# Uncovering Client's Needs

By David Hemmings

For our Clients to succeed, a well thought out, highly defined, Strategic Vision of what they want their future to be is essential. In today's highly competitive, global economy, a business that is not strategically differentiated will struggle to prosper and grow. As business advisors, it is important to make sure we take the time to ask our Clients: 'What do you want your Company to be in 3 years?' This simple question gives your Client, and your Client Service Team clarity about future needs. For our privately held Clients, it is equally important to ask the owners: 'What do you want to be doing in 3 years?' to understand their personal objectives. We call this the 'Uncover Needs Meeting' and, it is critical to delivering value to our Clients. With the fast pace of business, and the many day-to-day distractions, sometimes our Clients don't stop and reconsider their goals. Initiating this discussion as an advisor, allows us to reconnect to the Client and become part of helping them

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ment services to companies seeking growth in new markets throughout Asia, India, Eastern Europe, Latin America and the Middle East.



set and execute the strategy. Once we understand their needs, we can conduct the required initial research, document the proposed approach, and meet with our Client to engage about how we can

help them achieve their business and personal goals. The Client feels like we are aligning our services with their true needs, and we can easily get the scope right in the process.

# Effortless and Paperless Financial system



By Prodipta Patel

Technology has become a vital component in the financial world for businesses to stay ahead of the competition. A cloud-based paperless system that can be accessed in real time from any location and from any device will enable business owners to make timely decisions. We have implemented and

streamlined a variety of client accounting and reporting processes, which has improved the quality of data and key information that is readily available to our clients.

Some of the key benefits of using this particular platform are as follows:

- Manage high transaction volumes in multiple currencies
- Record bank transactions automatically
- Produce consolidated management reports
- Store copies of invoices
- Record purchases/expenses automatically.
- Audit trail of customer invoices and an automated credit control functionality
- Maintains the company's fixed asset register and automated depreciation, prepayment and accrual calculations
- Enables accountants to have direct access to client data

Implementing the appropriate cloud based financial system can automate your client processes, streamline the financial function and help your practice

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**Prodipta Patel** is an entrepreneurial business specialist. She designs and delivers best-practice accounting and tax solutions for clients from a range of sectors and has an expertise in cross-border trading and in-



**Prodipta Patel**

vestments. Prodipta focuses on supporting businesses of all sizes as they expand.



attract new clients whilst improving the recovery on your existing client base. This means that business owners can stay connected to their accountants on a regular basis. The cost and time sav-

ing has been substantial for our firm which has enabled us to focus more on making timely decisions with our clients in order to meet their business strategy and tax planning requirements.



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