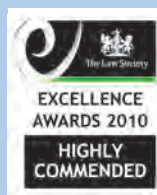


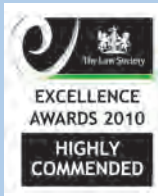
# Learning and Development Directory 2011



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A complete range of **proven** blended learning and development tools developed **exclusively** for professional service firms





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Broadway Business Centre  
32a Stoney Street  
The Lace Market  
Nottingham  
NG1 1LL

## Tenandahalf: Delivering growth through change

Do your fee earners cross-sell or do they hunt in a silo? Do all fee earners follow up new leads? Perhaps it's the case business is generated by a few 'rainmakers' and many fee earners lack the confidence to embrace business development? However your team works, to win more new opportunities requires a change in the way every fee earner thinks about and approaches business development.

Real change – the type that delivers sustainable, tangible results – requires repetition and persistence. While fee earners want instant results, this is rarely possible. By affecting a change so that your focus is not just on business development training but on leadership development, performance systems, pipeline development, business planning and, more importantly, organisational culture, results will improve.

### We focus on activity not fees

If you do want to embrace change, Tenandahalf suggest it's better to implement a change programme that focuses on activity, not results. You can't make a client instruct you but you can take action that will increase your visibility and stack the odds in your favour for when the client is weighing up who to instruct. So, what do you measure? Effective networking should focus on business card generation and on follow up coffee appointments secured. The next step is to measure how many coffees lead to concrete business opportunities, pitches, and ultimately new business.

**Focus on lead generation, not sales, and the fees will look after themselves.**



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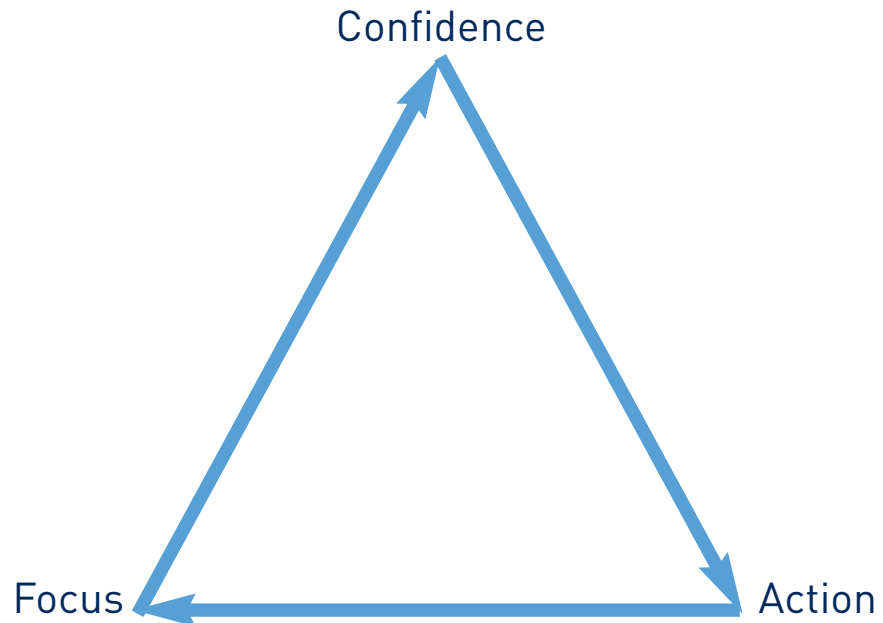
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# How can Tenandahalf help?

We have our own simple 3-step plan when it comes to effecting change – Confidence, Focus, and Action.



- **Confidence** in personal ability and in the firm's position, reputation and expertise. We also increase an individual's confidence to undertake effective business development activity, providing the tools they need to recognise, initiate and realise new business opportunities.
- **Focus** on the right activities. Don't waste time on ineffective networking events or waste money on the same old advertising media. Focus on new opportunities. Focus on keeping your clients and on increasing how much they spend with you each year. Focus on reigniting lapsed relationships. Focus on actions that will build your profile in the right areas
- **Action** is what you do with your new skills. Put yourself in situations where you'll meet the right people, follow up on those meetings the right way, present powerfully, speak at the right forums, gain press coverage, monitor your success and develop a pipeline that will generate fees



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This 3-step plan sits at the heart of everything we do; our strategic consultancy, our lead generation and 'Rapport Research' programmes and at the core of every leaning and development module we deliver.



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# Tenandahalf's sole aim is to help improve your team's business development skills

All of our proven learning and development modules have been developed exclusively for the professional services sector, and our blended learning approach always wins us top feedback scores.

While the content and delivery of each course remains flexible and is always tailored to each individual client's exact requirements, the key areas we specialise in are:

- Helping you win new clients
- Adding value to existing client relationships
- Building your firm's profile
- Increasing the results your marketing campaigns generate
- Improving your team's leadership skills
- Helping you identify new products and new revenue streams

To learn more about how we can help you increase your in-house business development capabilities and achieve the goals set out above, please contact us:

**Bernard Savage**

**Managing Director, Size 10½ Boots**

t: 0777 189 7772

e: [bernard@tenandahalf.co.uk](mailto:bernard@tenandahalf.co.uk)

**Douglas McPherson**

**Director, Size 10½ Boots**

t: 0778 654 0191

e: [douglas@tenandahalf.co.uk](mailto:douglas@tenandahalf.co.uk)

w: [www.tenandahalf.co.uk](http://www.tenandahalf.co.uk)

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**Your first consultation is free –  
we personally guarantee your first  
45 minute FREE consultation will be of benefit**





# 10½ reasons why you should use Tenandahalf as your training provider

## 1. Reputation

We've trained individuals from some of the leading professional service firms in the UK – just read the testimonials from our clients at the end of this directory! Alternatively please visit our website and look at our clients' video and written testimonials at [www.tenandahalf.co.uk/our\\_clients](http://www.tenandahalf.co.uk/our_clients)

## 2. Expert advice

Our team possesses a wealth of business development experience as varied as it is impressive.

With academic backgrounds in psychology and marketing, blue chip experience at Procter and Gamble, in house experience with a professional service firm and commercial experience in providing professional service firms with bespoke business critical solutions; we have the expertise to help your employees generate the best possible results from their business development activities.

## 3. Tailored just for you

'One shoe fits one'. While many claim to offer a unique client service every time, we really do .... every time. We spend time to make sure we understand your exact training requirements and the critical success factors you want to see as a result of your training programme.

We don't deliver training, we provide a training solution.

## 4. Practical and Savvy tips

By using a winning combination of research, proven tools and plain old business savvy, we help our clients achieve their goals... it's that simple.

Our approach is straight forward and results orientated and we definitely don't do "fluff"!

## 5. Vast range of training modules

We are able to deliver training on a wide range of business development topics (a list of the areas we have covered in the recent past appears later in this directory) and, whatever the topic, each module is specifically designed to be practical rather than theoretical. Even if the area you want to cover isn't listed, tell us and we'll be more than happy to develop something brand new and in line with your firm's particular business development objectives.



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## 6. Up to date training modules

Marketing and sales never stand still. With them being such dynamic disciplines our experts are constantly reviewing best practice and their own training methods to provide your employees with the most up to date suggestions and training materials.

## 7. Advice and support

As well as the training modules we offer all employees who attend our workshops the personal contact details of their coach with an open invitation to call or email with any questions they may have. In return we'll provide advice and support – whenever and however works best for them.

This support doesn't disappear as soon as the course ends; we continue to support our delegates when they need us - at no additional cost.

## 8. Associates

Our trainers are extremely experienced both in the creation and delivery of effective courses on a wide range of business development topics. But if the area you want to cover is not directly related to business development or marketing, don't worry. To complete Tenandahalf's coverage we regularly work with a variety of associates all of whom are experts in their fields. Further details – and credentials – on the associates we work with can be provided upon request

## 9. CPD accredited trainer

As your people are your greatest asset, the best investment you can make is in their development. Being able to provide your employees with a CPD accredited trainer will mean they are in safe hands. Also the training will be able to generate points for their CPD certificate.

## 10. Ability to train all over the world

We have the capability to deliver our training modules either face to face or virtually to delegates both nationally and internationally, just ask!

## 10½. Priceless

Well trained and experienced employees that are more confident, more focused and able to action effective business development tactics will ensure your business is in a much better position to shape and deliver on corporate objectives and strategies.

This is, in our opinion, priceless



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# Designing the programme that's perfect for you

Our learning and development directory has been designed to provide support for every stage of an individual's learning requirements and at any point during their career.

The content and delivery of each module is delivered using a blended learning mix that is right for your team.

Our training modules have been honed and developed to help you succeed in:

- Winning new clients
- Adding value to existing client relationships
- Building your firm's profile
- Increasing the results you receive from your marketing
- Improving your team's leadership skills
- Creating new revenue streams

We also have an extensive network of associates whose skills include:

- PR
- Communication strategy
- Creative thinking
- Branding
- Personal development
- Personal impact
- Leadership development
- Organisational structure



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## Flexibility, support & added benefit

One of the areas our training focuses on more and more is differentiation; why should clients use you as opposed to your competitors? In the spirit of practising what we preach (absolutely essential in our business!), this is why we're different to our competitors.

We make sure our training programmes fit in with you – duration, frequency and timing is dictated by you. We'll make suggestions based on our experience but the final word on any programme lies with you. We can do this because nothing comes 'off the shelf'.

We provide delegates with telephone and email support during and after the course. We know some questions arise after the session or even after the course and, more importantly, if they're going to help the candidate get more benefit from the training, they can't be ignored. We are always available.

Our pledge to you is we will remain available to answer any question that arises from the training group – days, weeks or months down the line.

We provide delegates with further resources to supplement their learning so they can continue their development.

Each delegate will be given the opportunity to join our 'Boot Club' where they will receive our FREE monthly business development newsletter and access to our library of video podcasts, webcasts, best practice checklists and workbooks.

This membership's for life, not just for the duration of the programme.



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# Course delivery

In a world dominated by complex organisations, course delivery is often the biggest challenge.

Our training delivery will be tailored to your brief, enabling your employees to acquire a wide range of business development skills irrespective of experience and proficiency.

We can deliver programmes in the following formats:

## Workshops

We deliver the majority of our face-to-face training in a workshop environment. The attendees will be provided with practical learning tools and case studies but to maximise the impact of the workshop, we will also encourage attendees to take an active part in role plays and relevant business scenarios.

Depending on your requirements our workshops can be provided for any sized group, although a group of 12 to 15 works best.

## 1on1 Mentoring

1on1 mentoring can be key in unlocking the potential of your employees. By having face-to-face meetings over a period of time you will notice a boost in confidence, increase in impact and overall job satisfaction from all who take part.

## Workshops and 1on1 mentoring

Currently the format people find most effective is for the workshop to be delivered and then followed up with individual 1on1 mentoring sessions. This increases candidate confidence and enables the trainer to better meet each individual's training needs.

## E-learning

All of our courses are supported by the wide range of content held on our website, a resource which includes podcast and webcast tools alongside practical learning and development workbooks.

## Additional support

We provide on-going telephone and email support to answer your team's business development queries as they arise, practical support that produces even stronger results.

## Awaydays

Awaydays are a great way to address current issues, develop strategies and improve team performance. The presence of an independent facilitator at these meetings enables you to have fresh ideas and ensures that time is spent as productively as possible as well as making sure everyone is able to participate.

## Conferences

We can deliver an extended version of our training modules to suit audiences of any size and calibre.



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# Training modules

While each workshop is designed by you, here is a selection of some of the more regular training topics we cover.

The list below is by no means exhaustive!

How to sell professional services		
Confidence	Focus	Action
<p>We unpick sales, showing fee earners how to sell their service successfully</p> <p>The demystification of selling increases confidence. This means fee earners feel better about building their visibility in the market place</p> <p>Additional confidence comes from us helping fee earners to understand the psyche of professional service buyers</p>	<p>'Stop Selling, Drink Coffee'; focus on personalising the BD process, encouraging relationships rather than pitches</p> <p>Focus on the right actions and the right people in the right areas</p> <p>Focus on pipeline, you'll not only deliver better results but also make the sales process much more comfortable</p>	<ul style="list-style-type: none"> <li>■ Pick the right targets</li> <li>■ Know how to approach them</li> <li>■ Initiate a reason for coffee</li> <li>■ Build that first meeting into a lasting, productive business relationship</li> </ul>

How to network effectively		
Confidence	Focus	Action
<p>Few people like networking so as a consequence aren't confident in that situation</p> <p>We build fee earner confidence by providing the practical tools that will help them networking effectively</p> <p>We also show how to confidently take advantage of networking opportunities closer to home</p>	<p>Don't focus on 'working the room' - focus on creating meaningful new relationships by helping people and building trust</p> <p>Focus on using your personal network and leveraging existing relationships</p> <p>Focus by setting goals and targets when you network</p>	<ul style="list-style-type: none"> <li>■ Go networking with clear goals</li> <li>■ Find some new networking opportunities</li> <li>■ Examine your personal network - where are the possible opportunities</li> <li>■ Generate new introductions by helping people</li> </ul>



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How smarter fee earners win new business		
Confidence	Focus	Action
<p>Increase fee earner confidence by sharing 7 winning BD strategies that really do deliver business development success</p> <p>Increase fee earner confidence by improving their personal business development capabilities</p>	<p>Focus on the actions that work, it will make the whole business development process so much more enjoyable</p> <p>Focussed activity also produces a better ROI and wins new business</p>	<ul style="list-style-type: none"> <li>■ Take the right action by employing the 7 winning BD strategies</li> <li>■ Improve ROI</li> <li>■ Achieve revenue targets</li> <li>■ Reduce discomfort</li> </ul>

How to create more value from existing customers		
Confidence	Focus	Action
<p>Developing an understanding of the Principles of Key Account Management will allow fee earners to confidently approach existing clients to uncover new fee earning opportunities</p>	<p>Focus on client management and client care, it'll generate new business opportunities</p> <p>Focus on what you can do for the client – the goodwill will pay dividends in terms of client retention and reciprocity</p> <p>Focus on gaining referrals from personal advocates and building a system to generate new leads</p> <p>Focus on staying close to the client to unearth cross-selling opportunities</p>	<ul style="list-style-type: none"> <li>■ Design a client management programme, if nothing else this will increase profitability by locking in existing clients</li> <li>■ Work out which relationships can be leveraged to win more business through referrals</li> <li>■ Examine your clients and see where cross-selling opportunities may exist</li> </ul>



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How to turn strangers into friends into clients		
Confidence	Focus	Action
<p>Often uncertainty or over-exuberance at the start of a relationship can lose an opportunity</p> <p>By explaining the theory of Marketing 'Touch Points' and sharing practical strategies to engage contacts over 12-18 months, we build fee earner confidence to take a relationship from initial meeting to billable hours</p>	<p>Focus on building a relationship, not on selling</p> <p>Focus on building trust step-by-step</p> <p>Focus on a long-term relationship, not on immediate returns</p> <p>Focus on staying visible, credibly and not obtrusively</p>	<ul style="list-style-type: none"> <li>■ Work out how you want to get to know your contacts</li> <li>■ Work out how best to maintain each relationship</li> <li>■ Look at each contact, how could you help them?</li> <li>■ STATOY: 'Saw this and thought of you'</li> </ul>

How to win a pitch		
Confidence	Focus	Action
<p>Pitching like all business development activities is a skill that needs to be learned</p> <p>We increase fee earner confidence by showing them how to pitch, how to tender and how to use these skills to best effect in different situations</p>	<p>Focus on when to and when not to pitch</p> <p>Focus on producing the right document for any type of tender</p> <p>Focus on how to deliver a pitch (e.g. a 'beauty parade') so you win it</p> <p>Focus on the critical success factors linked to winning pitches</p>	<ul style="list-style-type: none"> <li>■ Increase the number of pitches you convert</li> <li>■ Reduce the unnecessary costs associated with pitching for the wrong briefs</li> <li>■ Reduce the hours spent preparing tender documents</li> </ul>



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How to engage an audience and deliver presentations with impact		
Confidence	Focus	Action
<p>Engaging presentation skills aren't limited to the extroverts on the team, they can be learned by everyone</p> <p>Once a fee earner understands 'it's not what you say, but how you say it', they can confidently deliver any presentation</p>	<p>Focus on the GOLDEN rule: 'it's not what you say, but how you say it' and learn how practically to employ it</p> <p>Focus on gaining speaking slots and building them into your personal marketing plan</p> <p>Focus on your message – how can you make your message interesting and engaging</p>	<ul style="list-style-type: none"> <li>Identify speaking slots that will place your expertise in front of your target group</li> <li>Take those opportunities to amplify your message and win business</li> <li>Establish yourself as a 'thought leader' - the 'go to' professional</li> </ul>

Effective time management		
Confidence	Focus	Action
<p>Time management has a direct bearing on productivity. If a fee earner can confidently map out their time there are direct benefits for them, their team and their clients.</p> <p>A fee earner should also have the confidence to say "no"!</p>	<p>Focus on the 4 quadrants of time: Urgency and Importance matrix</p> <p>Focus on how to take control of time: in your head; in your office; and in your relationships</p> <p>Focus on effective delegation, you don't need to do everything yourself</p>	<ul style="list-style-type: none"> <li>Improve personal effectiveness</li> <li>Deliver better results from less time</li> <li>Manage a more effective team</li> <li>Deliver a better level of service for your clients</li> </ul>



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**NEW FOR 2011!** Based upon market feedback and client request, we have also developed two brand new modules designed to offer our clients slightly more.

Both workshops concentrate on setting your firm out as progressive and underlining exactly why you're ahead of your competitors.

<b>Chiefs of First Impressions: How to consistently deliver an outstanding client experience</b>		
<b>Confidence</b>	<b>Focus</b>	<b>Action</b>
Empower support staff (receptionist, secretaries and administration) to create a memorable and positive client experience consistently.	<p>Help support staff to see the value of client care</p> <p>Benchmark client experience in own business vs. market place</p> <p>Highlight different touch-points where you can improve client experience</p>	<ul style="list-style-type: none"> <li>■ Improve client care to deliver a competitive advantage</li> <li>■ Improve morale of support staff by increased employee engagement</li> </ul>

<b>How to create a Client Value Proposition (CVP)</b>		
<b>Confidence</b>	<b>Focus</b>	<b>Action</b>
<p>The likelihood of successfully converting any client facing opportunity hinges on the ability of a fee earner to confidently articulate your client value proposition (CVP)</p> <p>To do that each has to be confident in exactly what that proposition is</p>	<p>Focus on defining and then understanding your CVP</p> <p>Focus your team or department on helping create your CVP through brainstorming</p> <p>Focus on employing best practice of CVP development from the professional service sector</p> <p>Focus on making sure your CVP is recognized and understood – internally and in throughout the market</p>	<ul style="list-style-type: none"> <li>■ Educate your target market on you value for your clients</li> <li>■ Highlight how you are different to your competitors</li> <li>■ Position yourself properly in the market</li> <li>■ Improve your marketing and ROI</li> <li>■ Pressure test CVP ideas through Tenandahalf's unique evaluation tool</li> </ul>



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# Tailoring each course to your exact needs

The previous modules reflect the heart of Tenandahalf. However we know that as we start to design the perfect training course for your firm, these modules may not cover exactly what you need.

That's why we're totally flexible; adapting these learning areas until we deliver the actual course you need.

To give you an idea of how flexible we are, the following list shows how we have adapted our core modules to meet client requirements:

- Winning new business**
  - Adapt your BD strategy to sell your professional services more effectively
  - Build rapport and gain client empathy
  - Win profitable new business and reduce the cost of sales
  - Cold call successfully
  - Close and overcome objections
  - Focus on outcomes rather than features
  - Maximise your effectiveness in winning new business
- Adding value to client relationships**
  - How investing in clients is most profitable
  - Create more value for your key client relationships
  - Grow your existing clients
- Building your firm's profile**
  - Maximise the value of public speaking
  - Use the press to best effect
- Increase the results your marketing generates**
  - How to dramatically increase the effectiveness of your direct marketing
  - How 'Special Reports' are perfect for adding value
- Leadership and Effective Management**
  - Incubate yourself from the recession
  - Plan more strategically
  - Manage people more effectively
  - 'Train the Trainer': How to improve your in-house training capabilities



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# What next?

We're sure our approach has grabbed your attention.

What we would like to do now is arrange a FREE 45 minute training consultancy meeting. Let us know the skill sets you'd like to build within your team and let us explain how we would deliver that knowledge.

From there it's simple. If you like what we have to say, with absolutely no obligation, we will:

## 1. Arrange a second meeting

Between us we'll agree the best time to discuss your needs in more detail.

## 2. Before the meeting

We appreciate you're busy so before our second meeting we'll ask you to brief us completely on your objectives and your team's exact training requirements. We'll combine this information with the results of your initial FREE consultancy to find the solution you need faster.

## 3. During the meeting

Starting with your brief, we'll discuss your learning and development training needs in more depth until we have the information we need to produce a training proposal just for you.

## 4. Deliver a proposal

This will provide a detailed plan as to how we would tackle your training – it will be a bespoke plan developed solely for your team so that you gain maximum benefit from its implementation.

Only once the proposal has been submitted and approved will we be “on the clock” and charges only apply to the delivery of our training, not to its design and creation.

So there's really nothing to lose, contact us today and let's start by arranging your FREE 45 minute consultancy.

## 5. Request further information

T 0115 924 7106  
E [info@tenandahalf.co.uk](mailto:info@tenandahalf.co.uk)  
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## Our team

All of our team are involved in making sure our clients receive the highest possible level of service:

**Bernard Savage**

**Position** Managing Director  
**e** [douglas@tenandahalf.co.uk](mailto:douglas@tenandahalf.co.uk)  
**t** 07771 897772  
**Shoe size** 10½

With 19 years of professional sales and marketing experience, including in-house roles at Procter and Gamble, Shell and Eversheds. Bernard is the founding member and driving force behind Tenandahalf. He is also one of those unusual people who enjoys hard graft and has an obsession for detail – which makes him a great person to have working for you. Bernard wears size 10½'s; but of course he would do.

**Douglas McPherson**

**Position** Director  
**e** [douglas@tenandahalf.co.uk](mailto:douglas@tenandahalf.co.uk)  
**t** 07786 540191  
**Shoe size** 11

With 18 years of professional sales and marketing experience, including head of sales at Intellectual Property Publishing and Commercial Director for The Lloyd's Marine Intelligence Unit, Doug brings a wealth of commercial business development and account management expertise and a broad knowledge of providing specialist solutions to the legal and insurance markets.

**Ruth Spells**

**Position** Marketing and Communications Manager  
**e** [ruth@tenandahalf.co.uk](mailto:ruth@tenandahalf.co.uk)  
**Shoe size** 6

Ruth joined Size 105 Boots following five enjoyable years working in the tourism industry in Botswana and has had an eventful first few months, culminating in being promoted in January 2011 to become our first Marketing and Communications Manager. Ruth's main challenge for the year ahead is to continue to build on Tenandahalf's growing profile within the professional services sector but, in many cases, she will also be your first point of contact.

**Kuljinder Basra**

**Position** Business Analyst  
**e** [kuljinder@tenandahalf.co.uk](mailto:kuljinder@tenandahalf.co.uk)  
**Shoe size** 10 ½

Kul is our very own boomerang. He previously worked for the company in 2007 as Business Support for his university placement, now three years later, he has returned as our Business Analyst.



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# Biographies

## Bernard Savage, Managing Director and Lead Coach



Bernard is one of the UK's leading marketing and business development experts.

Following a successful career in-house with Procter and Gamble, Shell and Eversheds Bernard recognised an opportunity to bring blue chip marketing and client management practices to professional firms.

Bernard founded Size 10½ Boots, a marketing consultancy specialising in delivering growth objectives to professional service firms.

Bernard's style is friendly and down to earth and looks to challenge convention where he can see a better way to get results.

### Training experience

Bernard has completed a series of in-house training programmes for the professional services sector.

Tenandahalf has worked with a variety of professional service firms to help build their in house capability. Here are some of the firms we have helped: Addleshaw Goddard, TPP Law, asb Law, Mazars, Reddie and Grose, Geldards and HSBC.

### Event experience

He has spoken at a wide variety of networking and seminar events both nationally and internationally. He has delivered events for:

- Chartered Institute of Patent Attorneys (CIPA)
- Law Society
- DFK Annual Conference, Athens
- Association of MBAs
- Chartered Institute of Marketing
- Advertising Producers Association (APA)
- Partners retreat facilitation for numerous professional service firms
- Forum for Built Environment (FBE)
- PM Forum conference in London
- Chartered Management Institute



### Topics

Bernard is able to communicate on all aspects of marketing, business development and professional sales. Bernard has delivered many topics to a variety of audiences.

1st Floor  
54 Commercial Street  
London  
E1 6LT

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## Douglas McPherson, Director



Douglas is experienced in sales, marketing and business development with a successful track record across a number of professional service markets including insurance, law and shipping.

Following a very successful tenure as Head of Sales for Intellectual Property Publishing, Douglas helped launch the newly formed Lloyd's Marine Intelligence Unit (LMIU) having joined as Commercial Director and publisher of both Lloyd's Confidential Index and Lloyd's Shipping Index.

By taking full advantage of improving electronic delivery formats, LMIU were able to finally meet market demand by building the intelligent risk models the market demanded. Under Douglas' stewardship LMIU saw unprecedented growth against market trend and soon established itself as the world's primary provider of maritime intelligence and consultancy.

After leaving LMIU, Douglas joined Progressive Digital Media as Regional Director. He established their Nottingham office, implementing new processes alongside training and personal development programmes which together saw the office increase turnover by a factor of 4 over 3 years.

### Credentials

Tenandahalf has worked with many firms to build their in house capability, e.g. international law firms (Addleshaw Goddard; Watson, Farley and Williams; and Taylor Wessing); accountancy practices (BDO; Mazars; and Smith and Williamson); international patent attorneys (Abel and Imray; Withers and Rogers; and Reddie and Grose); property consultants (Gleeds); facilities management PLC (Serco); and banks (HSBC).

Douglas joins Size 10½ Boots as a director and brings not only his understanding of the insurance and legal markets but also a proven track record in assisting professional service firms (including some of the leading Admiralty law firms and Lloyd's Syndicates) develop tools specifically designed to improve the level and quality of service they offer their clients.

Like Bernard, Douglas takes pride in delivering a friendly, down to earth service. Douglas relies on a very simple ethos – ask the client what they would like to accomplish then find the simplest way to achieve that goal, always taking into consideration the client's culture and resource.



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# Testimonials

Tenandahalf has delivered training to 1000's of marketing and business development professionals.

99% of those delegates said during feedback they would recommend the training to other individuals.

Please find below delegate feedback for our workshops, 1on1 mentoring, away days and conferences:

## Workshops



I thought it was a great session. Bernard is one of the most engaging speakers I have heard for a while and the session provided me with lots of useful information and advice.



Jillian Elliot , Corporate Services, Addleshaw Goddard



Due to his clear understanding of our business and business development needs, Bernard was able to provide us with the tools and knowledge required to assist in developing the new business generation skills of our Directors in advance of the forecast recession.



Stuart Senior, Managing Partner, Gleeds



**Probably the best way I've seen the basics presented**



Mike Hinchcliffe, Partner, Addleshaw Goddard



The sales training session went down really well and hit the right notes. I think what came across most of all was your credibility and believability. People want to know what works and then they will do it and I think you gave us some really good ideas.



Jordan Marshall, Commercial Finance Planning Manager, HSBC



Bernard provides refreshingly down-to-earth advice. He was great at demystifying and humanising a series of marketing concepts and giving us practical action plans we could each take away from our training session. The training was lively, productive and fun.



John Haresnape, Head of UK Business Development, Taylor Wessing



**Staff members who went on training workshops are certainly more confident about what they need to do to sell the firms services**



Martin Rogers, Regional Managing Partner, Mazars



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## 1on1 Mentoring

Size 10½ Boots has helped Watson, Farley and Williams in the area of business development training. Our sessions were run on a one to one basis. The result is that our business development team are now equipped to deliver practical and digestible training in a way that partners and fee earners really understand and can implement immediately.

Simon Bastin, Director of Business Development, Watson, Farley and Williams

For our Partner's Retreat programme we wanted a facilitator who would engage, motivate and inspire our partners. We were impressed with Size 10½Boots professional and enthusiastic approach and their thorough understanding of our sector which added immense value and direction to the session. The Partners went away with the confidence and practical tools to retain and grow existing relationships and win new business for the firm.

Patrick Lloyd, Partner, Reddie and Grose

Bernard designed and facilitated the afternoon session at our internal conference. The bespoke practical presentation inspired the team to view selling and networking in a different way, an encouraged the view that this is a key part of everyone's role. Feedback from the team was extremely positive and I certainly felt more motivated to use of some of the skills and techniques discussed.

James Money, Director, Restructuring and Recovery, Smith and Williamson

## Conferences

Refreshing and enjoyable, bar far the best I've seen

George E Davis, Recognition PR, attendee at the Association of MBA event

Your talk at the APA event yesterday was truly inspirational.  
Need I say anymore?

T.H.J.Barclay, attendee at the Advertising Producers Association event

I very much enjoyed your talk -  
you gave me plenty of food for thought

Victor Caddy, Trade Mark Attorney  
For and on behalf of Wynne-Jones, Lainé and James LLPP



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## Business Development Consultancy

Tenandahalf also provide strategic business development services.

We work on a number of factors including the design of business development plans, goals and objectives through to active lead generation, face-to-face client research programmes and client service reviews.

The majority of the relationships we've built up over the last 6 years remain active and continue to grow which has to be an indication of the excellent service we have given the professional services over that time.



Size 10½ boots have a unique approach to business development and lead generation that delivers exactly what it says on the tin. Their highly targeted approach and relentless follow-up proved extremely effective in overcoming one of the biggest obstacles in professional services selling.....getting through the door for that all important first meeting.



Paul Newhall, Commercial Director, Shakespeare Putsman



We have used Size 10½ Boots for a number of things across the Business Development function at Addleshaw Goddard, from training all the way to research. I have worked most closely with them in the area of targeting and acquisition of new clients. We have certain expectations of suppliers and their performance for us has been nothing short of phenomenal.



Lance Sapsford, Head of BD, Addleshaw Goddard



We needed help with strategic planning. Bernard worked with us to produce a template to our marketing plan. We were immediately impressed by his focus and lateral thinking.



Andrew Borkowski, Partner, Geldards



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# Our clients

We focus purely on the professional services sector and have an enviable client list that includes some of the leading law, accountancy, property and finance firms.

## Law

Geldards LLP

TaylorWessing

ADDLESHAW GODDARD

rollits  
...more than a law firm

brownejacobson

wardhadaway  
lawfirm

shakespeare  
putsman

TPPlaw

asb law

## Patent Attorneys

HGF  
Harrison Goddard Foote  
Patent and Trade Mark  
Attorneys

REDDIE & GROSE  
Patents | Trade Marks | Designs | Plant Varieties

Wynne-Jones,  
Lainé & James

abel  
& imray

chapmanmolony  
Patent and Trade Mark Attorneys

Withers & Rogers  
Patent and Trade Mark Attorneys

## Accountancy

MAZARS

DUNCAN  
& TOPLIS  
CHARTERED ACCOUNTANTS  
AND BUSINESS ADVISERS

Smith & Williamson

COOPER PARRY

BDO

## Property/construction

Lathams

codan

gleeds

FISHER GERMAN  
CHARTERED SURVEYORS

Lings

Appleyards  
Consult • Advise • Manage



## Finance

HSBC

BREWIN DOLPHIN

Hansard

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E1 6LT

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For more information – or to claim your FREE 45 minute consultancy, 45 minutes we know will be of real benefit to your firm – please contact either

Bernard Savage, Director  
T 07771 897772  
E [bernard@tenandahalf.co.uk](mailto:bernard@tenandahalf.co.uk)

Douglas McPherson, Director  
T 07786 540191  
E [douglas@tenandahalf.co.uk](mailto:douglas@tenandahalf.co.uk)



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