

Fresh BD tactics: How to kick-off your new season

A practical guide to help you and
your team get better results from
business development



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Adopt a winning mindset – From the pitch to the practice



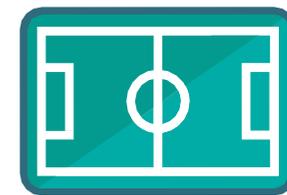
As the new football season gets underway, there's a tangible energy in the air—teams reassemble, strategies are refreshed, and athletes everywhere lace up with one goal: to build on yesterday's effort, every single day. In football, it's not the big matchdays that breed legends, but the discipline of daily training and an unrelenting focus on getting a little bit better, week in and week out.



Fee earners and leaders in professional service firms can learn a lot from this approach. Just as the most successful footballers don't rely on grand gestures but on mastering their routines and refining countless details, the top firms in the UK market grow not by dramatic stunts, but by compounding small, purposeful actions. This is your season to start winning—day by day, drill by drill.



This playbook is for those ready to swap last season's quick fixes in place of championship habits. The tactics in this report are tested by law, accountancy, and IP firms across the UK. If you want meaningful and lasting growth—without burning out—now's the time to step onto the pitch.



Why small gains make champions - On the field and in Business Development



Footballers know that chipping away at weaknesses, building fitness, and sharpening skills every day makes all the difference come game day. In the same spirit, business development is about the steady accumulation of smart habits:

- A quick check-in with a client
- Sharing an insight on LinkedIn
- Sending a thoughtful “just because” email
- Turning up to industry events—online or in-person
- Introducing two people who should collaborate

In the most effective teams, everyone logs their efforts—like a coach tracking training stats—understanding that every call and conversation adds up to bigger wins. In growth, as in football, there are no shortcuts—just the commitment to show up and do the work.

Leadership move: Set the training standard. Celebrate consistent effort and improvement, not just the highlight reels.



Listen, don't just chase - Build lasting client loyalty like a top team



Football clubs thrive on their relationship with fans and supporters. For professional service firms, your clients and referrers are your loyal base. Prioritise meaningful contact:

- **Check in, even when there's no immediate "goal" on offer**
- **Run independent listening sessions to understand what really matters**
- **Offer introductions and honest advice, not just solutions**
- **Follow up after projects complete—don't vanish once the whistle blows**

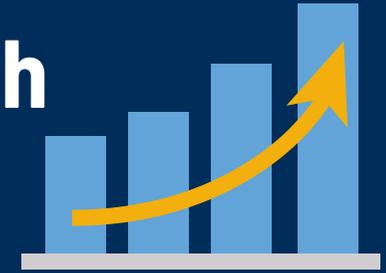
Non-billable time is like extra training after hours; it forges trust and loyalty that lasts. A proper client contact plan will always outperform a headline-grabbing campaign.

Pro tip: Block out dedicated time each week for client engagement—your training ground for stronger relationships.

"That I have a full diary, interesting work and invitations to collaborate and attend top-notch events is a testament to your coaching. I am going to be more business minded and inject structure, discipline and rigour into my BD. Thank you so much for being quite so brilliant. I hope many more barristers, solicitors and accountants are able to benefit from the Size 10 ½ Boots Midas touch. "

Imogen Robins, barrister, 3PB

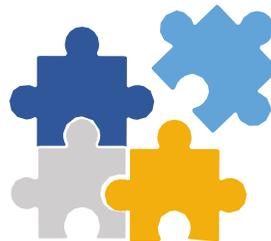
Teamwork wins matches and fuels growth



Not every footballer is a star striker, but every role is essential to the team's success. Similarly, growth in a firm is about harnessing everyone's strengths:

- **Confident presenting? Lead a webinar or pitch**
- **Great at writing? Share your insights in updates or online**
- **Expert listener? Host client roundtables or feedback sessions**

The best results come from contribution, not ego. Use shared interests—football, music, local causes—to build deeper networks. Leadership move: Make it clear—everyone is on the pitch. Don't let individual strengths sit on the bench.



"Bernard is very engaging, straightforward and clearly knows his stuff. His down to earth approach is very refreshing and results focused."

Matthew Purcell, Partner, Saunders Law

Tender like you mean it

- Prepare, Practice, Win



No football game is won by winging it, and neither are the best client tenders. Winning submissions follow a winning formula:

- **Mirror the client's challenges—show you understand their game plan**
- **Describe the ideal provider (without just selling yourself)**
- **Back it up with real stories and testimonials—your "highlight reel"**

Use every chance to build rapport before submitting. Only pitch when you have a strong chance of scoring.

Sharp tip: Treat tenders as the start of a relationship, not just a contest. A near-miss keeps you in the running for next time.



"Working with Bernard Savage has given us a real boost. Bernard is not only an expert at company-wide business development strategy but is especially good at working with individuals on a one-to-one basis, to help them develop the skills that they need."

Alistair Hindle, Managing Director, Hindles Patent & Trade Mark Attorneys

Lead by example - Create a culture of everyday wins



- **Great coaches set the tone for their squads, and the same goes for firm leader. Make growth a team sport**
- **Promote visibility and client care - skip vanity projects**
- **Equip teams with the right tools and coaching**
- **Plan for the next generation of rainmakers - your academy squad**
- **The most resilient firms make success a habit, not a one off**



Final score



Growth is measured in the moments when no one is watching—the unsung drills, the quiet preparation, the relentless pursuit of improvement. As the football season kicks off, take a page from the playbook: make growth expected, supported, and celebrated.



“Bernard has delivered a number of business development training courses, both face to face and webinars, for the LawNet membership. His courses are always very topical, interactive and engaging and consistently get excellent feedback. Our members benefit from Bernard’s knowledge and experience and always pick up plenty of practical tips and ideas that they can easily implement in their day-to-day work.”

Peter Riddleston, Learning & Quality Director, LawNet

Ready to get match fit for growth?

If you'd like to discuss how your firm can get a better return on its marketing and business development investment, please email us at info@tenandahalf.co.uk and we'll find a convenient time to talk.



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