

# Commerciality – Finance, pricing, innovation and research

Intermediate  
level

**New workshop.** Commerciality is often rated as the skill most desired amongst modern marketers and business developers in the professional services sector. This half day session uses case studies and exercises to provide basic commercial skills to enable marketers to make a bigger contribution to their firms and fee-earners.

The workshop qualifies for 3.5 hours CPD.

## Topics covered

Why choose PM  
Forum training?  
See overleaf...

### Introduction and session aims

- What is commerciality?
- What is a commercial adviser?

### Business acumen

- Seeing the big picture – strategic thinking
- Understanding markets – environmental scanning
- Understanding clients' business aims – identifying challenges and opportunities

### Financial fluency

- Economics 101
- Reading company and partnership accounts
- Understanding profit, profitability and cash
- Pricing strategies
- Return on Investment (ROI)

### Research

- Client research techniques
- Supporting marketing/BD plans and pitches
- Insight and innovation strategies

### Solutions and impact

- Consultancy skills and scoping
- Building practical solutions
- Communicating for impact

### Summary and close

## Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 4,000 marketers in professional services firms. Visit [www.pmforumglobal.com](http://www.pmforumglobal.com)



## Tuesday 26 February 2019

This half-day workshop takes place from 9.30 to 13.00 starting with a light breakfast.

**To facilitate interaction, workshops are restricted to 18 attendees – maximum of four per firm**

## Trainer



**Kim Tasso** has worked within and for over 200 professional partnerships in the legal, accountancy and property sectors for over 20 years and continues to do so as a management consultant.

She also has direct client exposure from working with organisations in the technology, education, creative, media, real estate and not-for-profit sectors and through her work with a leading business school.

Unusually, she combines psychology, marketing and business qualifications so is effective both as a professional trainer, facilitator and coach and also as a subject matter expert in a variety of strategy, marketing, selling and relationship management topics.

She is highly rated as a trainer and coach for lawyers, accountants and surveyors and also lectures on Chartered Institute of Marketing (CIM) professional marketing qualifications for Cambridge Marketing College.

She is the author of books on growth strategies, business development, media relations and business development and a prolific conference speaker and journalist. She is commissioning editor for *PM* magazine.

Further information at [www.kimtasso.com](http://www.kimtasso.com).

**For more information on other training workshop visit [www.pmforum.co.uk/training](http://www.pmforum.co.uk/training)**

## Why PM Forum training?

Courses are designed and delivered by **qualified and experienced professionals** who:

- have substantial experience working with both **senior fee-earners and marketing/business development professionals** in large and small professional service firms across the **legal, accountancy and property industries** as well as a variety of client markets
- have psychology credentials and many years' experience in **learning and development** to ensure an optimum learning experience
- are **subject matter experts** in strategy, marketing, selling, client relationship management and interpersonal skills who continue to practice and are therefore familiar with the latest developments

And delegates receive a **productive learning experience** because:

- There is a balance between knowledge transfer and active learning through **interactive discussion** and group exercises
- Courses are highly **experiential** – where idea sharing and networking are encouraged
- As well as copies of the presentation material, courses also include work sheets and **supplementary materials** with guidance for further learning. Some courses have exclusive booklets tailored to the needs of delegates
- Course leaders are experienced coaches with experience in **career development** and certificates of completion are issued for use in **Continuing Professional Development (CPD)**
- Dialogue can continue after training through members-only LinkedIn communities
- Only PM Forum members can attend events

## Venue

tbc, Central London

## Fees

First attendee	£230 + VAT
Second attendee	£220 + VAT
All subsequent attendees	£210 + VAT

**Maximum of four attendees from the same firm.** Prices are only for attendees booked concurrently. No booking can be confirmed without payment. The fee includes: continental breakfast • mid-morning tea/coffee • folder of workshop material

## Cancellations/Substitutions

Due to the restricted number of places, refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person). Substitutions can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

## Commerciality – Tuesday 26 February 2019

Name .....	Name .....	Name .....
Position .....	Position .....	Position .....
Firm .....	Type of firm .....	
Address .....		
..... Postcode .....		
Tel .....	E-mail .....	

Please enclose a cheque made payable to *Practice Management International LLP*  
or pay by Visa/Mastercard/Maestro/AmEx (*please circle one*)

Cardholder name: .....	Amount: £ .....
Card number: .....	Expiry date: .....
	Security code: .....

Signed ..... Date .....

*Confirmation of booking will be sent by return along with a VAT receipt*

Please return this form to: **PM Forum, 422 Salisbury House, London Wall, London EC2M 5QQ**  
**Tel: 020 7786 9786 training@pmint.co.uk www.pmforum.co.uk**

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