

# Visible Firm Online Workshop: Secrets of Successful Implementation – Turn a Great Strategy into Great Results

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*Implementing your marketing strategy can be challenging. Your firm needs the appropriate skills, resources, and processes in place to ensure you achieve your goals.*

## Instructions

For the marketing skills, indicate your firm stands with this particular skill. If you already have this capability in-house, check off 'existing skill.' If you are lacking in this skill, but plan to train current member(s) of your firm, check off 'train internally.' If you do not have this skill and would like to consider external resources to bring in to help in this area, check off 'hire externally.'

Marketing Skill	Existing Skill	Train Internally	Hire Externally
<b>Research</b>			
Keyword research			
Target audience research			
Competitive research			
Guest posting opportunities			
Speaking opportunities			
Partnership opportunities			
<b>Strategy</b>			
Positioning and messaging			
Content			
Promotion			
Offers			
Networking			
Partnerships			

Marketing Skill	Existing Skill	Train Internally	Hire Externally
<b>Editorial Content</b>			
Blog content and articles			
Newsletter			
Guides and white papers			
Ebooks and books			
Webinars and presentations			
Research reports			
<b>Marketing Content</b>			
Promotional email			
Offers			
Ads			
Website copy			
Pitches			
Proposals			
<b>Promotion</b>			
Networking and social media			
Partnerships			
Speaking opportunities			
Guest posts and articles			
<b>Analytics</b>			
Website traffic			
Social media traffic			
Email			
CRM			
Conversions			
A/B testing			
<b>Implementation Support</b>			
Scheduling			
Project management			
Website management			
CRM/Marketing automation management			
Content calendar management			
Graphic design and layout			
Presentation preparation			

## Instructions

Below is a table of all of the skills your business development team needs for success - both traditional and contemporary. Next to each skill, rank where you believe your business development team currently stands using a 4-point scale.

- 1 - Needs improvement
- 2 - Could be refined
- 3 - Good
- 4 - Excellent

In the column next to this rating, you will mark how you plan to improve upon this skill. Check off 'self-guided' if you believe the team members can build this skill independently. Check of 'train internally' if you plan to conduct training sessions with your team to refine the skill. Check of 'train externally' if you plan to bring outside resources to help train your team. If you are not using one of these tactics and do not plan to start, simply write 'N/A' in the rating column.

Business Development Skill	Rating	Improvement		
		<i>Self-Guided</i>	<i>Train Internally</i>	<i>Train Externally</i>
Cold call prospects				
Networking face to face				
Qualifying prospects				
Build relationships				
Persuade prospects with their presentation				
Negotiate with prospects				
Close the deal				
Make expertise visible				
Engage online				
Use content to educate and nurture				
Solve problems collaboratively with prospects				
Help influencers persuade their internal teams				