

# Overview of Services

Services provided by Braddock Lane



Amazing Results is delighted to partner exclusively with Deanna Lane, Managing Director of Braddock Lane & Associates a specialist business consulting firm with 20 years experience in business development, marketing, communication and professional development programs. Deanna can be contacted via our Sydney office on 1300 669 139 or email [deanna@amazingresults.com.au](mailto:deanna@amazingresults.com.au).

Braddock Lane brings a fresh and energetic approach...redefining the process of finding new clients, growing existing clients and retaining clients by providing outstanding service.

We are proud of the reputation we have earned as trusted advisors to financial institutions, top tier law firms, accounting firms, actuaries, industry associations and architects/engineering firms.

Whether clients seek to improve their success rate with tenders, increase productivity of their business development teams, or re-align all their communications to their key business focus, they rely on our innovative approach to help them achieve their objectives and stimulate business growth.

## *Business*

Our work with clients is varied...some clients require a review of strategic plans, often translating complicated jargon into workable and achievable actions that everyone in the firm can clearly understand and embrace.

Others utilise our 14 years hands on experience in professional services, to benchmark their plans against best practice in terms of business development and client management. We provide support on projects such as tenders or client development and retention programs. We then tailor business development workshops or one on one coaching, to both equip and motivate those responsible for generating revenue.

We are proud to be called on as trusted advisor to business. We have worked with global brands, project managing new product launches, streamlining marketing and business development processes in the professional services area, and designing professional development training programs to assist clients grow their business.

Our services focus on four main areas:

- Tenders & Proposals
- Marketing to Existing Clients
- Client Retention and Loyalty
- Personal Business Plans

## *Leadership*

Wherever a person is on their career path, continuing professional and leadership development is an integral part of sustaining and advancing that person's career.



We are passionate about our clients business and work closely with them to provide the practical 'how to' coaching and training, not just the theory. We understand that many technical experts, who are responsible for profitability, work processes, professional development of staff and for building and retaining a large client base, require specific support.

Our business training and development programs are popular because they inspire and motivate our clients as we coach them through the process to achieve their goals and revenue commitments.

Emerging talent (new managers and senior associates) are also empowered as they acquire the essential business tools that importantly, match their business and personal goals.

## Marketing

20 years in senior marketing and business development roles with global brands and in professional services has given us an insight into what works and what doesn't. Combining our experience both as in-house practitioners and also as external consultants, we identify new business opportunities and then design marketing strategies that successfully convert them into long term clients.

Our services include:

- Marketing Audits
- Planning
- Internal and External Communications
- Media relations, management and training
- Speechwriting

SERVICES PROVIDED BY BRADDOCK LANE & ASSOCIATES	
OVERVIEW	With experience spanning 20 years in senior marketing roles Braddock Lane and Associates has combined experience in brand marketing with a strong track record in professional services marketing and business development with major law firms, accounting firms and industry associations. The consultancy was formed in response to a need among organisations for high level support in the development of strategic marketing and business plans that were proactive, achievable and measurable.
NEW BUSINESS DEVELOPMENT	A strategic approach to tenders and new business proposals. The process includes strategic planning, developing a competitor matrix and a set of criteria against which new business opportunities would be measured. This achieved a better win rate and ensured that business development efforts were directed accordingly. This new process for all new business tenders – over the years - achieved a win rate of 9 out of 12 tenders.
INTERNAL AND EXTERNAL COMMUNICATIONS	Achieving significant increases in positive media coverage; Acting as spokesperson for the organisation; Operating as central point for all media enquiries; Containing and minimising negative media on high profile matters; Introducing issues management protocols; Media training and coaching; Implementing process for topic identification and regular review to ensure all media activities aligned with the business development plans; Writing and disseminating all media releases and media alerts/updates.
CLIENT RETENTION STRATEGIES	Implementation of 'through marketing' plans i.e. identifying products and services that would enable clients to build not only their own business but also their clients' businesses, thereby providing value which in turn builds loyal and long term relationships.
MARKETING AUDIT	A unique service that provides a thorough review of marketing effectiveness, what is working, what isn't, how clients, media and the business community perceive the organization and in particular, identifying specific marketing strategies that would be most effective. Developed a manual of procedures, checklists and processes that would streamline the day to day marketing activities and enable the company to focus on core business building activities.
BUSINESS PROGRAMS	In line with the increasing focus on relationship marketing skills, we deliver a series of business development workshops for senior management/ partners in the area of Tender management, new business development, client relationship management/retention/loyalty.
HANDS ON MARKETING SUPPORT	Strategic planning, business development, marketing communications, tenders, speechwriting, advertising, public relations, publicity, event management, sponsorship sourcing and management, corporate fundraising, website/intranet content.

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