



# Lara Squires

**Award-winning business mentor,  
public speaker, trainer, and serial networker**

“ Lara is a superb, confident and determined business development professional with a range of skills that can, and do, assist professional service businesses to grow.

**Chris Randall, Compliance and Client Service Partner** ”  
at Mayo Wynne Baxter

## Business Development Training

### Who is this for?

It is more cost-effective to sell more of your services to your existing clients as they know, trust and like you.

If you work with clients and you need to maximise your firm's income by cross selling your services, then this training is for you.

Learn how to get more work from your existing clients and convert more enquires, all in a way that you will be comfortable with.

### What will you learn?

How to maximise enquiry conversion

What is follow up and why do it?

How to use your database to get more work

How to identify cross selling opportunities

What tactics will achieve cross sales success

### Lara's bio

With over 20 years' experience working in professional services and as a winner of the 'Mentor of the Year' award from Sussex Women in Business, Lara has a depth of experience, expertise, and knowledge to help empower and motivate businesses to build your own winning marketing strategy that will steer your business through these challenging times.

Lara is a chartered marketer and fellow of the chartered institute marketing. Throughout Lara's career she has needed to network. This has spanned across several industries from property and recruitment to law and marketing.

**Prices start from £295 + VAT for up to 10 people**



**Connect with  
Lara here**

