



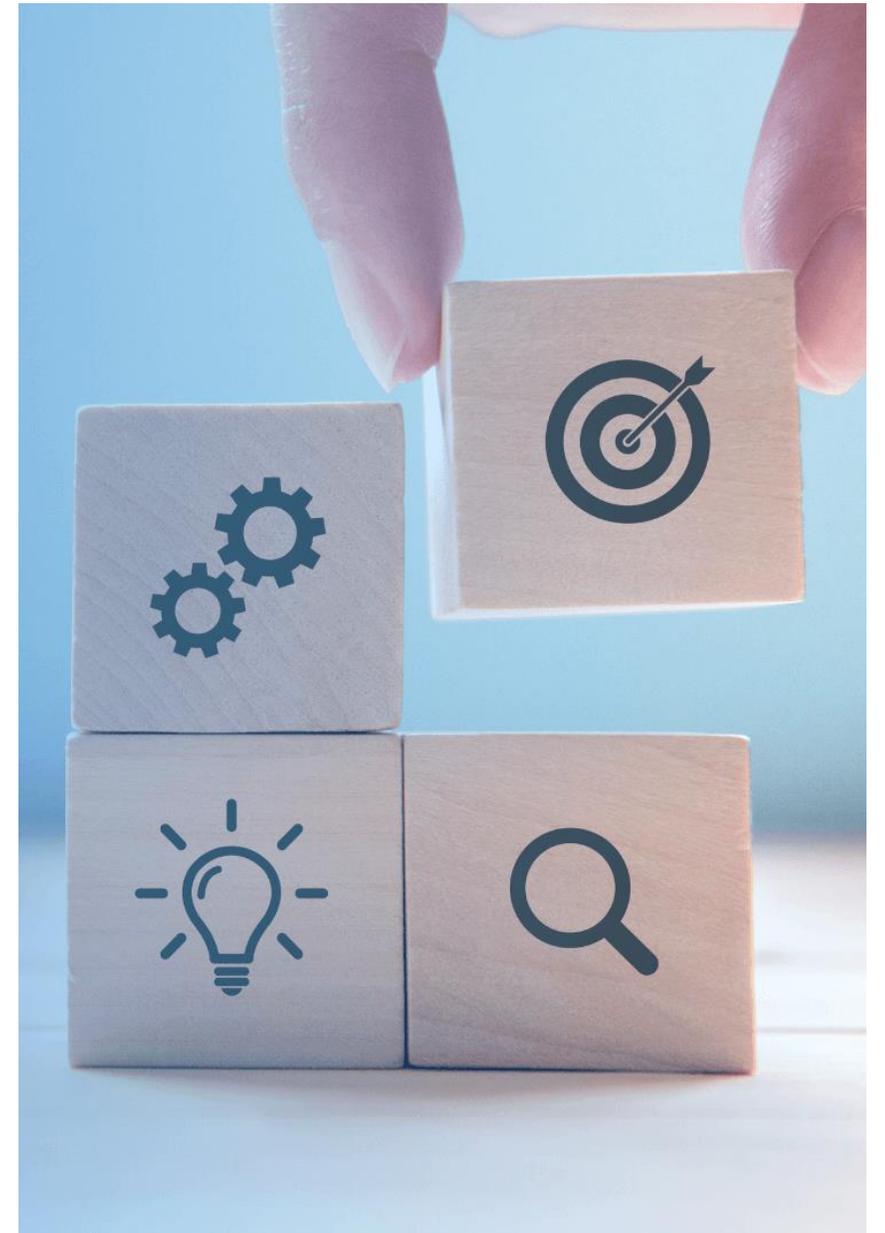
new results
shaping your success

Mastering Commerciality for Professionals

Commercial Awareness Training Programme from New Results

What is Commerciality?

Commerciality is the skill of recognising and acting on business opportunities with an understanding of market dynamics and client value. It involves aligning efforts to foster growth, profitability, and sustainable client relationships.



Why Commerciality Matters in Professional Services

- **Strategic Edge**

Firms with a strong grasp of commerciality can better align their services with clients' business objectives, giving them a competitive edge in an increasingly crowded market.

- **Client Retention and Growth**

Professionals who can translate technical expertise into business value are more likely to develop deeper, more strategic relationships with clients, leading to retention and referrals.

- **Informed Decision-Making**

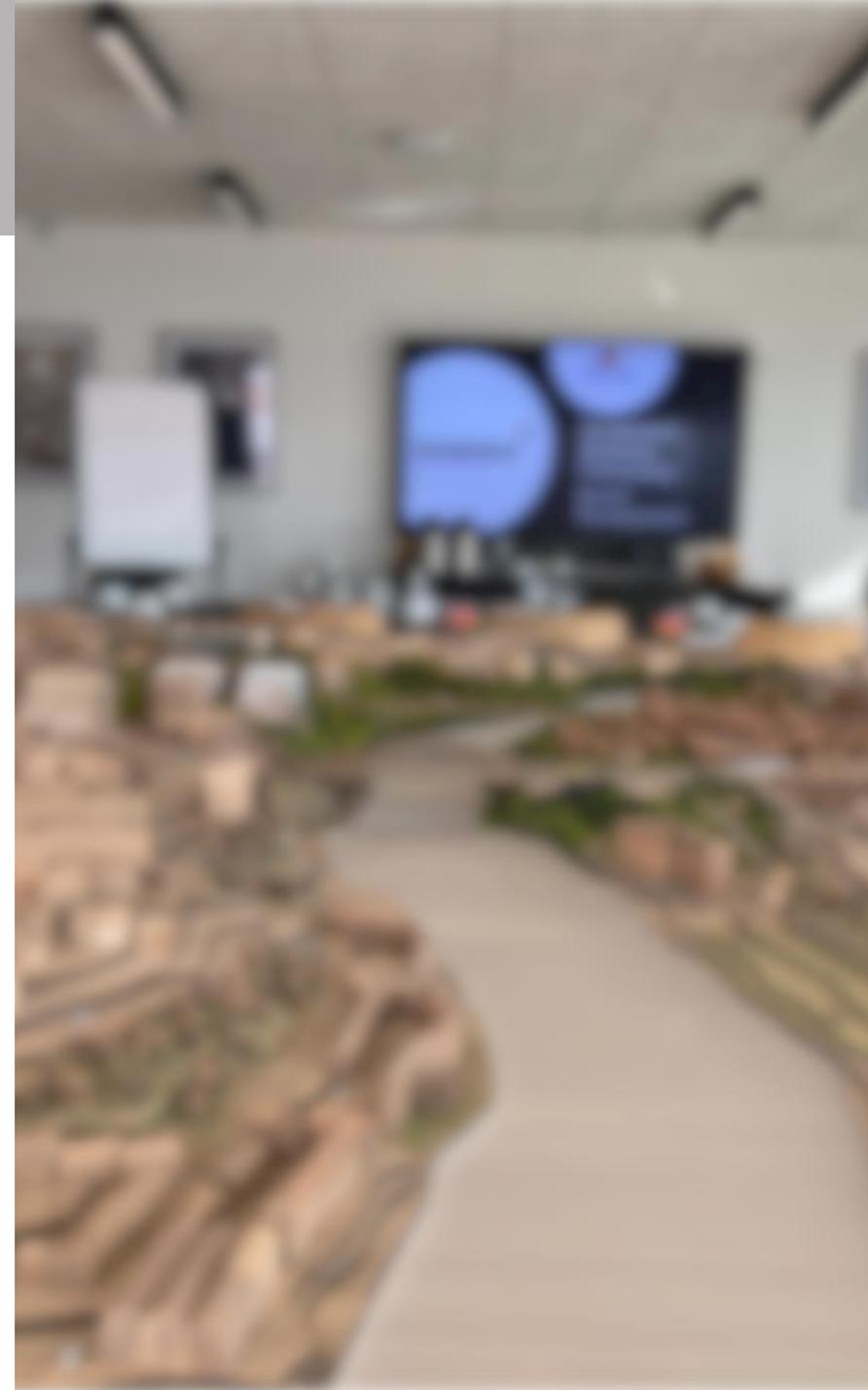
A commercially savvy team is equipped to make decisions that balance client needs with firm profitability, ensuring long-term success.

- **Holistic Service Offering**

By understanding the broader business context of their advice, professionals can offer comprehensive solutions that extend beyond their traditional scope, adding value and differentiating their firm.

- **Adaptability**

Firms that foster commercial acumen are more adaptable to changes in the economic environment, regulatory shifts, and client industries.



You have a clear strategy and a strong team who are great at what they do, but how deeply is commerciality woven into their daily activities?

Do your teams demonstrate the following ..

Grasp the Concept of Value

Recognising the significance of delivering and perceiving value for your clients and your business and knowing their true value?

Understand Commerciality's True Meaning

How deeper business insight can shape their behaviour and decision-making process?

Overcome Business Challenges

Identify and confidently conquer barriers in achieving business goals?

Develop Sensitive Pricing & Billing Strategies

Position pricing and billing that reflects the value provided and aligns with market expectations?

Think Strategically

Adopting a strategic approach in their collaborations, ensuring that business objectives are at the forefront of their interactions with colleagues and clients?

About this Programme

Our Mastering Commerciality for Professionals programme is specifically tailored to provide a robust commercial focus within your professional teams.

It goes beyond the basics, to unravel the deeper nuances of business acumen, empowering your teams with the knowledge and skills to make more impactful decisions that align with both your firm's and your clients' strategic interests.



What Will My Team Gain?

Our programme demystifies commercial principles, enabling your team to confidently navigate and maximise commercial opportunities within your firm.

1. A deeper Understanding of Commercial Focus

Teams will learn practical tools to apply commercial thinking in their work and interactions.

2. Confidence in Decision Making

Gain confidence in making decisions that consider client needs and firm profitability.

3. Strategic Client Relationships

Build deeper, more strategic relationships with clients by aligning services with their business and personal goals.

4. Informed Business Development

Use commercial insights to identify new business opportunities and growth areas.

5. Adaptable to Change

Become more adaptable to economic, regulatory and client industry changes.





Who Should Attend?

This programme equips participants with the ability to contribute to your firm's strategic objectives, regardless of their role.

Partners and Directors
Master strategic thinking to guide teams and align services with client needs.

Client-Facing Roles
Translate technical expertise into business value and foster loyalty.

Service & Operations Teams
Contribute to strategic goals regardless of role by enhancing client focus.

Graduates
Lay the foundations of a commercially successful career.

Support Functions
Understand the drivers of profitability and how you enable them.

Programme Learning Outcomes

By attending Mastering Commerciality for Professionals your teams will:



Gain a definitive understanding of commerciality and its implications for your clients, yourself, and your firm.



Learn to cultivate a collaborative culture where strategic insights inform and drive business development.



Create a personalised action plan to apply commerciality concepts to your professional activities.



Develop confidence to add value and act in a more commercially effective way, individually and as part of a team.



Master the integration of commercial principles into the daily responsibilities of each team member in a professional context.



Develop a team-based action plan that ensures ongoing commercial development and growth and overcomes barriers to commerciality.

“A high-energy, impactful session with an expert trainer who opened our minds to new possibilities” - Sonya, Lloyds Bank

Programme Topics

Here's how we will help your teams bring commerciality to life.

- **Reframing Commerciality as a Team**
Redefine how your team interacts with clients by aligning with their commercial objectives.
- **Motivation and Drive**
Discover the core motivators for you, your team, and your clients, and see how they influence business outcomes.
- **What Stops us Acting Commercially**
Uncover and overcome the seen and unseen obstacles to strategic thinking and action.
- **Exploring Your Firm as a Commercial Entity**
Answering key questions, what is my personal value? What is my firm's value? How do our vision and values apply to commerciality?
- **Identifying and Reducing Your Blind Spots**
Creating an environment to see more of others perspectives to help you grow and develop.
- **Focused Decision Making**
Using lenses to focus your thinking, behaviour and actions to sharpen business operations and client services.
- **Exploring Best Practice in a Commercial World**
Learn from successful models in client relations, referrals, and service excellence.
- **High Performing Teams**
The commerciality, value and opportunities in high performing team work.
- **Exploring Value at a Deeper Level as a Firm**
Where we add value as a firm including, wages, employment and societal benefit.
- **The Role of Trust and Commerciality**
Linking the development of trust with the ability to make informed commercial choices.
- **Pricing and Value**
Understanding why clients choose you (and how you use this information).
- **Understanding Both Systems and Reductionist Approaches:**
What can we learn from both.

Delivery Options

How we can deliver your Mastering Commerciality for Professionals programme.



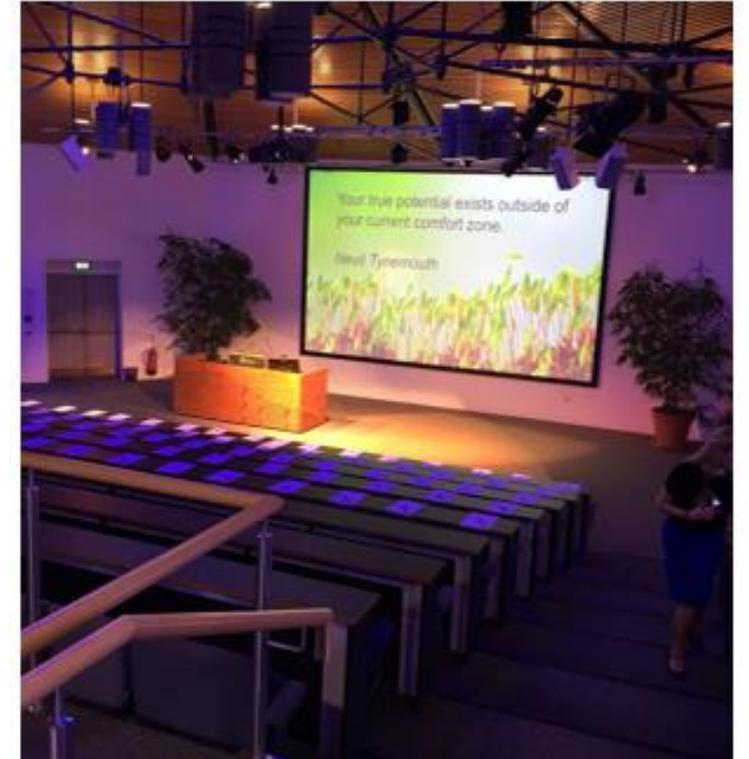
In-House

Delivered at your business or a location of your choice anywhere in the UK or Europe



On-line

An interactive virtual version of the programme that can be joined from anywhere in the World



The dynamic and interactive nature of this programme means that it is best delivered to your teams face to face; however, we also offer options for live online delivery and convenient e-learning modules to help you embed new ideas, concepts and approaches.

A Bespoke Programme Designed for You

We have the flexibility to deliver the programme content you really need.

1

Programme Blueprint

We will use the content in the key topics as a starting point for our discussions

2

Needs Assessment

We'll work with you to define your specific goals and desired outcomes for the programme

3

Team Engagement

We will meet your teams and interview them to fine-tune and personalise the training content

4

Customisation

We will tailor the programme material to fit the unique requirements of your firm, ensuring relevance and applicability

5

Skills Delivery

Our industry expert coaches bring dynamic, practical training to life, focusing on hands-on learning for maximum impact

6

Flexible Delivery Options

Available in the format that best meets your teams needs, either at a venue of your choice or live online

Online Delivery

Same great programme reimagined for live online delivery.



- **Versatile Platform Compatibility**
Delivered live on both Zoom and Teams, catering to your preferred digital environment
- **Optimised for Online Engagement**
Redesigned specifically for online delivery, focusing on interactivity and participant engagement
- **On-Demand Learning Access**
All sessions are recorded and made available on our dedicated online learning platform for easy, anytime access
- **Interactive Learning Tools**
We incorporate a range of interactive tools and techniques, such as polls, breakout rooms, and real-time Q&As, to enhance the online learning experience
- **Personalized Support and Feedback**
We offer personalised feedback and support, ensuring each participant gains the most from their online learning journey

Our workshops are hands on, where real-world scenarios bring learning to life. Our discovery-led approach ensures lessons are directly applicable to your team's work to help them put the tools and approaches into practice, with an aim to deliver immediate improvements.

Thoughts? Questions?

If you're ready to bridge the gap between knowledge and action, and develop a team ready for commercial mastery, Nevil is here to guide you.

Please get in touch for a no obligation discussion to explore how our tailored programme can meet your unique needs and help drive your firm's success.

New Results Contact Form

Email: nevil@newresults.co.uk

Telephone: 0191 3857761 or 0800 0304323



A Little More About Us

And how we can help you.



We are New Results

A comprehensive training agency passionately committed to supporting you and your teams on your professional development journey. By focusing on your unique learning needs, we aim to unlock your team's strategic potential. Our expertise spans across:

- Leadership & Management Development
- Personal & Professional Growth Development
- Business Growth, Strategy & Operational Development

How we work with you

Our services are not only flexible and dynamic but also partnership-focused to be aligned with your unique needs. Whether it's through direct programme delivery, enhancing your internal training programmes, or offering licensable content for your platforms, we're here to adapt and grow alongside you as a committed learning partner

Learn More

If you're interested in learning more about New Results, and how we can help you, please visit our website www.newresults.co.uk or explore our client testimonials and case studies [here](#).



We can't wait to hear from you.

New Results, Evolve Business Centre, Cygnet Way,
Houghton le Spring DH4 5QY



www.newresults.co.uk



0191 3857761 or 0800 0304323



[company/new-results/](https://www.linkedin.com/company/new-results/)



[@NewresultsHQ](https://twitter.com/NewresultsHQ)

