

creative growth group



Growing revenue  
for professional  
services

Our business is growing your business. After decades of researching and applying knowledge about how professional services firms grow clients and revenues, Creative Growth Group empowers your growth with comprehensive solutions that link strategy, capabilities and execution to ensure superior, lasting and predictable business development results.

## Strategy

Firms, Practice Groups and Professionals that are famous for what they do enjoy easier access to new business and higher profit margins. Our client development strategy program helps you develop a unique position in the market that catapults client development success to new heights. We pinpoint what you're famous for and promote the industry fame you've earned. Together, we create a concise, custom client development playbook that guides you to meaningful, profitable client interactions. We then help you systematically convert strategy into sales with resources that give you an "unfair" client development advantage, including rigorous follow up on the outcomes of client development planning.

» **FINDING YOUR FAME** WHAT ARE YOU FAMOUS FOR?  
CLIENTS BUY PROFESSIONALS WHOSE SPECIFIC  
EXPERTISE IS A FOCUSED FIT FOR THEIR NEEDS.  
WE HELP YOU DISCOVER AND COMMUNICATE YOUR  
UNIQUE CAPABILITIES AND LEVERAGE THOSE INTO A  
THRIVING PROFESSIONAL PRACTICE.



PINPOINT WHAT YOU'RE FAMOUS FOR

## Capability

Is your Firm systematic and intentional in its approach to client development? If not, it is limiting its market value. We help Firms, Practice Groups and Professionals design and implement systems and frameworks that promote more consistent, predictable growth. Our skill building programs combine group training, individual coaching, and follow up on individual action plans for lasting results. We're professionals focused on honing your professional services client development capabilities. We cultivate your instincts and reactions regarding potential clients and provide you with a playbook of tools and frameworks so you can convert prospective clients into profitable ones.

» **NEVER PLAY ON A LEVEL PLAYING FIELD** HOW ELSE CAN YOU DEMONSTRATE YOUR CAPABILITIES AND DIFFERENTIATE YOURSELF? WE HELP YOU TILT THE PLAYING FIELD IN YOUR ADVANTAGE TO PUT YOU AHEAD OF YOUR COMPETITION.

## Execution

We help you grow your business by doing it with you. Together, we develop strategies and tactics based on your firm's specific objectives and position in the marketplace. We tailor the approach to the unique strengths and styles of you and your colleagues. Then, we provide a complete support system – from coaching you to enabling and even executing portions of your plan – to directly helping you pursue and win clients.

“CREATIVE GROWTH GROUP ADDS VALUE AND CLEARLY CONTRIBUTES TO AN ORGANIZATION'S ABILITY TO IMPROVE ITS BUSINESS DEVELOPMENT EFFORTS.” – PHIL MERDINGER, VICE PRESIDENT, MERCER HUMAN RESOURCE CONSULTING

## Rainmaker Councils

A set of unrivaled peer groups, professionally facilitated by expert client development coaches. Each group is composed of highly competent and motivated professionals who share a common need to accelerate rainmaking activities and strengthen their network. Professionals who are accepted to The Rainmaker Council program enjoy a collaborative client development system with proven revenue-generating success. We put you in touch with a small handpicked group of professionals who are also working to grow their practices. We'll show you how to work smarter and spend your client development time more effectively. We help you develop strategic plans, tactics, partnerships and referral channels and keep you accountable to achieve new growth.

“JOINING THE RAINMAKER COUNCIL HELPED WRITE2MARKET INCREASE GROSS REVENUE 25% LAST YEAR.” – LISA CALHOUN, PRESIDENT, WRITE2MARKET, INC.



A MEETING OF THE MINDS

## Thought Leadership

**CLIENT ADVISOR AWARDS** | THE SUCCESS OF ANY CLIENT ADVISOR ENGAGEMENT DEPENDS UPON GREAT BEHAVIOR ON BOTH SIDES OF THE TABLE. THE REALITY: RISKS AND REWARDS OF ENGAGING A PROFESSIONAL SERVICES FIRM ARE SHARED EQUALLY BETWEEN CLIENTS AND THEIR ADVISORS IN THE SAME WAY THAT MANAGERS AND EMPLOYEE EQUALLY SHARE THE JOB PERFORMANCE BURDEN. FOR COMPANIES THAT WANT TO REALIZE THE MAXIMUM BENEFIT OF THEIR SPENDING ON PROFESSIONAL SERVICE FIRMS, CLIENT PROFESSIONALISM MATTERS. ARE YOU WORLD-CLASS? [WWW.CLIENTADVISORAWARDS.COM](http://WWW.CLIENTADVISORAWARDS.COM)

**GROWING PROFESSIONAL SERVICES** | RETOOL YOUR MARKETING MIND AND ENJOY GROWING YOUR PRACTICE AND YOUR FIRM. THIS MONTHLY E-NEWSLETTER AND BLOG SHARES FRESH PERSPECTIVES ON BUILDING CLIENT ADVISOR RELATIONSHIPS, WRITTEN EXCLUSIVELY FOR PROFESSIONAL SERVICES EXPERTS AND THE CLIENTS THEY SERVE. [WWW.GROWINGPROFESSIONALSERVICES.COM](http://WWW.GROWINGPROFESSIONALSERVICES.COM)

CREATIVE GROWTH GROUP, INC. CREATES SUPERIOR, LASTING AND PREDICTABLE BUSINESS DEVELOPMENT RESULTS EXCLUSIVELY FOR PROFESSIONAL SERVICES FIRMS BY SHARPENING STRATEGY, ENHANCING CAPABILITIES, AND LEADING EXECUTION OF GROWTH INITIATIVES. CREATIVE GROWTH GROUP IS ALSO CREATOR OF THE ACCLAIMED CLIENT ADVISOR AWARDS AND RAINMAKER COUNCIL PROGRAMS. FOR MORE INFORMATION, PLEASE VISIT [WWW.CREATIVEGROWTHGROUP.COM](http://WWW.CREATIVEGROWTHGROUP.COM)

**HEADQUARTERS**

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