

MARKETING & COMMUNICATION | COURSE BROCHURE

Marketing for Professional Services

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Consultancies, law firms, accountants, engineers and training providers sell expertise and trust rather than products. This course covers marketing for professional services: defining niches, thought leadership, relationship and referral marketing, proposals and pitches, client experience, digital presence and business development habits for professionals.

Professionals often dislike selling, yet growth depends on it. You will learn marketing approaches that suit expertise-based firms.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Niche definition workshops, thought leadership planning, pitch practice and case studies.

Course objectives

By the end of this course, participants will be able to:
• Define target niches and service positioning
• Build thought leadership programmes
• Develop referral and relationship marketing
• Write winning proposals and pitches
• Improve client experience and retention
• Create business development routines for professionals

Target audience

This course is suitable for:
• Partners and principals in professional firms
• Marketing managers in services firms
• Consultants and advisers
• Business development managers
• Independent professionals



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Target competencies

Participants will develop competencies in:

- Positioning
- Thought leadership
- Relationship marketing
- Pitching
- Client management

Course outline

Day 1: Professional Services Marketing

09:00–10:08	How clients choose advisers
10:08–11:00	Trust and credibility
11:00–11:30	**Coffee break**
11:30–11:45	Trust and credibility (continued)
11:45–12:53	Positioning
12:53–14:00	Exercise

Day 2: Niches and Offers

09:00–10:08	Niche selection
10:08–11:00	Service packaging
11:00–11:30	**Coffee break**
11:30–11:45	Service packaging (continued)
11:45–12:53	Pricing approaches
12:53–14:00	Workshop

Day 3: Thought Leadership

09:00–10:08	Content and events
10:08–11:00	Publishing
11:00–11:30	**Coffee break**



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11:30–11:45	Publishing (continued)
11:45–12:53	Speaking
12:53–14:00	Exercise

Day 4: Relationships and Pitches

09:00–10:08	Referral systems
10:08–11:00	Proposals
11:00–11:30	**Coffee break**
11:30–11:45	Proposals (continued)
11:45–12:53	Pitch practice
12:53–14:00	Role play

Day 5: Client Experience

09:00–10:08	Service quality
10:08–11:00	Client reviews
11:00–11:30	**Coffee break**
11:30–11:45	Client reviews (continued)
11:45–12:53	BD routines
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,940.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Rome Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Barcelona Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,840.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,540.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Istanbul Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Dubai Confirmed dates	15 Mar 2027	19 Mar 2027	**€3,150.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,890.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Vienna Confirmed dates	10 May 2027	14 May 2027	**€2,940.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**€1,890.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,650.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Paris Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,860.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online