

THE EVOLUTION OF RAINMAKERS IN PROFESSIONAL SERVICES



Jackie Mohale

Operating in uncertain and fragile economic conditions, many professional services companies in the US are asking themselves one key question: Where will the next generation of rainmakers come from? A rainmaker is an employee in a company that brings in significant amounts of new business.

Globally, the reality is that everyone is operating in markets that are significantly different from those of five, let alone 10 years ago, a factor that's having a bearing on how companies in this arena do business and are structured. South Africa is no exception.

The impact of the global financial squeeze aside, most professional services companies such as accounting and auditing firms were started by entrepreneurs whose responsibility it was to also source new business. However, with some getting less involved in this due to either age or the firm having grown substantially, increasingly the business growth responsibility is being shifted to someone else. This has led to the formation of separate business development units, which helps address the lack of desire or even expertise amongst employees to "sell" the firm a function that used to be performed by the companies' founders.

But the business development function is evolving. Initially a unit that typically comprised sales, marketing and strategy, this division in a business has grown in recent years to also encompass other aspects such as branding, PR, and communication. These, in addition to being recognised as more than just support functions of organisations, have increasingly become critical tools to enable firms to compete. And across the corporate spectrum, competition for business has become fierce, so a firm's relationships with key stakeholders are vital in gaining a competitive advantage in service delivery to clients.

Business development managers need a thorough knowledge of clients and the market. They need to identify and seize opportunities for cross-selling. They must also strive to promote a cohesive service ethos within the firm, as well as alert the firm of any issues that pertain to the

various accounts as and when they develop. This is in addition to the expected role of maintaining the company's relationships throughout the client-development and delivery parts of the cycle.

While there are those who continue to endorse the wisdom of separating these aspects of business into separate units, putting them under one umbrella has proven more effective. It prevents them operating in silos and improves efficiency as resources are pooled. The evolved business development unit also creates a hub for innovative thinking, as you have a wide variety of brains and capabilities working side by side towards a common goal. As a medium-sized company, our strategy at Xabiso Chartered Accountants has been to be top-of-mind amongst our clients and potential ones. We operate in a fiercely competitive space that's dominated by international firms who have the records, resources and expertise to handle projects of just about any size on their own. In this industry, it is your reputation that is your passport into the big league, regardless of how small a firm is. It is also your reputation that ensures that you're treated as a genuine and equal partner in any project that you're roped into.

In South Africa, though, small and medium-sized professional services entities need to be grateful for government's insistence that big and established companies partner with the smaller operators in executing tendered projects.

It is through such an approach that not only do we gain tangible skills transfer and development, but companies like ours get to grow and soar. After all, for the contribution of business development units and managers to be maximised, an enabling environment needs to prevail. And government, with the support of the big players, has laid the foundation.

Jackie Mohale is Business Development Manager, Xabiso Chartered Accountants

JOBURG FACTORY WORKER CRUSHED IN MACHINE

A factory worker was killed when he was crushed by an industrial roller at a paper mill in Wadeville, Johannesburg on Thursday, paramedics said.

"The man had been cleaning a part of the roller when his jacket was caught in the moving parts of the machine," said Netcare 911 spokesman Jeffrey Wicks.

The man's body was pulled from the machine by his co-workers.

HAPPY BIRTHDAY MSHOLOZI AND HIS TEAM

70th

Khanyisa team would like to wish happy birthday to the all people that celebrating their birthday in April month and the following people have been spotted

The young poetry Lindokuhle Selepe from Standerton the daughter of Ester (Sesi) Sigasa Khanyisa Newspaper Chief administrator has inaugurated the birthday month as he blown off his eight candles' on the first of April.

Winnie Mhlanga the CMA officer at Ermelo Correctional services enjoyed her birthday with her family and friends and colleagues on the seventh and she has dedicate her birthday to her sister Zamalanga Mhlanga for everything that she did for her in life.

The young and talent Nonceba Xezu the graphic designer of Khanyisa Newspaper joined her celebration with the resurrection of Jesus Christ on the following day.

Thereafter Khanyisa staff was up and down preparing for the biggest feast of their CEO/Publisher's Austin Moyo Senior on the 10 of April.

Their birthdays were baptised by the father of the nation honourable President Jacob Gedleyihlekisa Zuma

for his 70 years of live "Msholozhi celebrates his day with his patriots and he acknowledged the nation that what makes people to get hold before their time is that there are jealous, cruel and selfish. The birthday boy continued saying that he will remain young just because he is peoples' person. The biggest questions left to you out there, are you a peoples' person or you are one those mentioned above?

Khanyisa team is on read eyes for Lindokuhle Simelane's birthday on the 22nd of April 2012 and she has promised the team that she wants make her birthday very special. What Lindo is coming with on the day? Watch the space.

Khanyisa would like to say you are sharing the star with the world greatest poetry and author William Shakespeare that will be celebrating his birthday on the 23rd of April.

Send your birthday message to milton@khanyisa.co.za or admin@khanyisamedia.co.za
078 792 7910 or 083 956 4588
follow: www.khanyisamedia.co.za



Lindokuhle Selepe



HAPPY BIRTHDAY PRESIDENT ZUMA
Austin Moyo



Winnie Mhlanga



Nonceba Xezu



Lindokuhle Simelane

MR-MISS KHANYISA - GERT SIBANDE DISTRICT INDEPENDENT NEUTRAL JUDGES SUBMISSIONS NOW OPEN FOR ALL MUNICIPALITIES



Msukaligwa, Lekwa, Govan Mbeki, Pixley Kaseme, Mkhondo, Dipaliseng and Albert Luthuli

PRIZES

If you live in any of the seven Gert Sibande District Municipalities and have got what it takes to become a top model, here is an opportunity of a life time for you!!!
Khanyisa Newspaper invites all modeling ambitious individuals from Gert Sibande, to take part in Miss Khanyisa Gert Sibande District

To register, call Ester on 078 221 0398 ASAP! Fax: 086 505 0060, Email: admin@khanyisamedia.co.za