Maverrik Launches Build Beyond Referrals One-Day Intensive to Help Expert-Led Businesses Reduce Referral Dependency

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New one-day intensive gives executive coaches, consultants and expert-led businesses a practical client acquisition system designed to reduce referral dependency and create a more consistent approach to winning new clients.

Plymouth, UK - Maverrik has launched the **Build Beyond Referrals One-Day Intensive**, a new one-day workshop designed to help expert-led businesses reduce referral dependency by building a practical, repeatable client acquisition system.

Developed for executive coaches, business coaches, boutique consultants and expert-led businesses across professional services, financial services and technology, the **Build Beyond Referrals One-Day Intensive** helps delegates build a structured approach to lead generation, client acquisition and business development that complements referrals rather than relying on them.

Many expert-led businesses generate new clients through referrals, reputation and recommendation. While referrals often convert well because trust has already been established, they can become difficult to rely on as the primary source of new business. The **Build Beyond Referrals One-Day Intensive** has been developed to help businesses reduce referral dependency by creating a sustainable system for attracting, nurturing and converting new clients.

Dean Seddon, Founder of Maverrik and author of Get Growing, said:

"Referrals are valuable, but they leave too much to chance. When referrals become the main route to new business, your pipeline can become vulnerable, and business development often only gets attention once things have already started to slow down.

The Build Beyond Referrals One-Day Intensive is designed to help business owners build a client acquisition system that works alongside referrals. The goal is to create a simple, repeatable process that gives businesses greater confidence in how they generate opportunities and grow."

Unlike traditional training events, the **Build Beyond Referrals One-Day Intensive** is delivered as a hands-on working session. Throughout the day, delegates build the foundations of their own client acquisition system by applying each stage to their own business with practical guidance. Rather than leaving with theory alone, participants leave with the framework of a system ready to implement.

The workshop is built around three core areas:

- **Proposition** - defining the right audience, developing a compelling offer and creating messaging that gives prospective clients a reason to buy.
- **Pre-Selling** - building visibility, credibility and trust before prospective clients enter a **sales conversation.**
- **Pipeline** - creating a repeatable process for lead generation, booking conversations, presenting an offer and maintaining momentum through structured follow-up.

Together, these three elements help businesses reduce referral dependency by creating a more consistent approach to client acquisition and business development.

The Build Beyond Referrals One-Day Intensive will take place at three UK locations in September:

- **Bristol** - Tuesday 22 September 2026
- **London** - Wednesday 23 September 2026
- **Manchester** - Thursday 24 September 2026

Workshop places are capped at 25 delegates to maintain an interactive environment where participants receive guidance tailored to their own business while working alongside peers facing similar challenges.

Dean Seddon has spent more than 14 years helping expert-led businesses win new clients through social selling. During that time, he has trained more than 150,000 professionals, worked with

organisations including Microsoft, Salesforce and BT, and helped clients generate more than $100 million in new business revenue.

The **Build Beyond Referrals One-Day Intensive** is available with Standard and Premium access options. Premium access includes implementation resources, support sessions, an AI implementation coach and a one-to-one strategy session following the workshop.

Further information about the Build Beyond Referrals One-Day Intensive, including workshop dates and booking details, is available at www.buildbeyondreferrals.com.

About Maverrik

Maverrik helps expert-led businesses develop structured client acquisition systems through social selling and business development. Founded by Dean Seddon, the company works with coaches, consultants, founders and professional service firms to build repeatable approaches to lead generation, client acquisition and sustainable business growth.

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