

smarter selling

Stop talking and start listening!

BUSINESS DEVELOPMENT MADE EASY

BUSINESS DEVELOPMENT CAN BE EASY AND OBVIOUS.
COMPANIES THAT HAVE A PLAN OF ACTION AND THE
RIGHT MINDSET GAIN GROUND.

BUSINESS DEVELOPMENT OFTEN COMES IN FROM TWO METHODS:

1. CURRENT CLIENTS

The most obvious growth is often staring us in the face from our current clients. Get the blinkers off and start uncovering opportunities. Asking what their plans are, what is their goal, how may you be able to assist them getting there?

We tend to assume our clients haven't 'moved on' and therefore we miss opportunities (something they said 'no' to a year ago may now be relevant).

The key in how to do that is simple, always have commercial conversations. Ask them questions, make your solution obvious and about them. What's in it for them. Don't make them work hard at the links between what your solution can do and what they need.

2. NEW CLIENTS

What's in it for them. Keep that mantra in your head or written up. When reaching out be 'neutral' what I mean by that is remember its as simple as this - you have something they may want - any power is 'even'. It's important that from the very beginning you come across as professional and that you are reaching out as you have a hunch your solution will serve them.

Be 'beside' them mentally, looking at their goals and vision and seeing how your solution can help them.

So, don't make the reaching out about 'we' 'we' 'we' 'we' 'we' but I see that 'your company' does x, y & X and I feel my company can assist with that.

KEY SKILLS TO HAVE TO BE MASTERFUL AT BUSINESS DEVELOPMENT:

1. Great planning skills

2. Tenacity

3. High EI (A prospect who said 'no' at 9am shouldn't effect your 'state' at all)

4. TAKING ACTION!!!