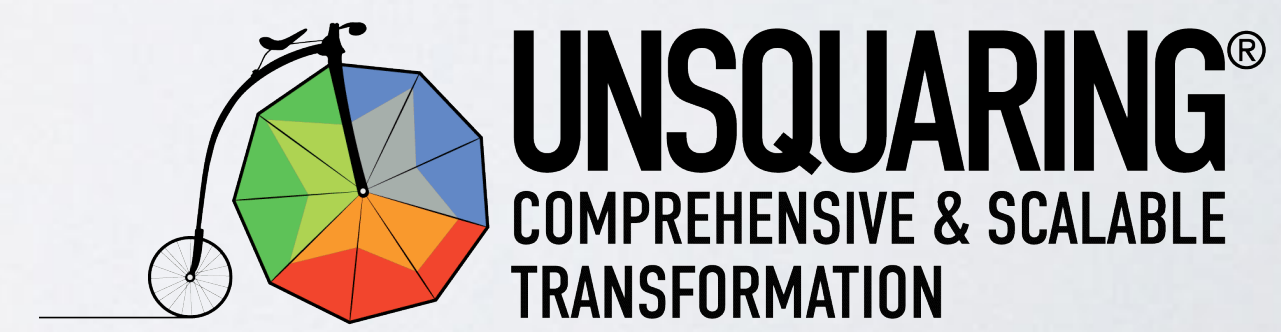
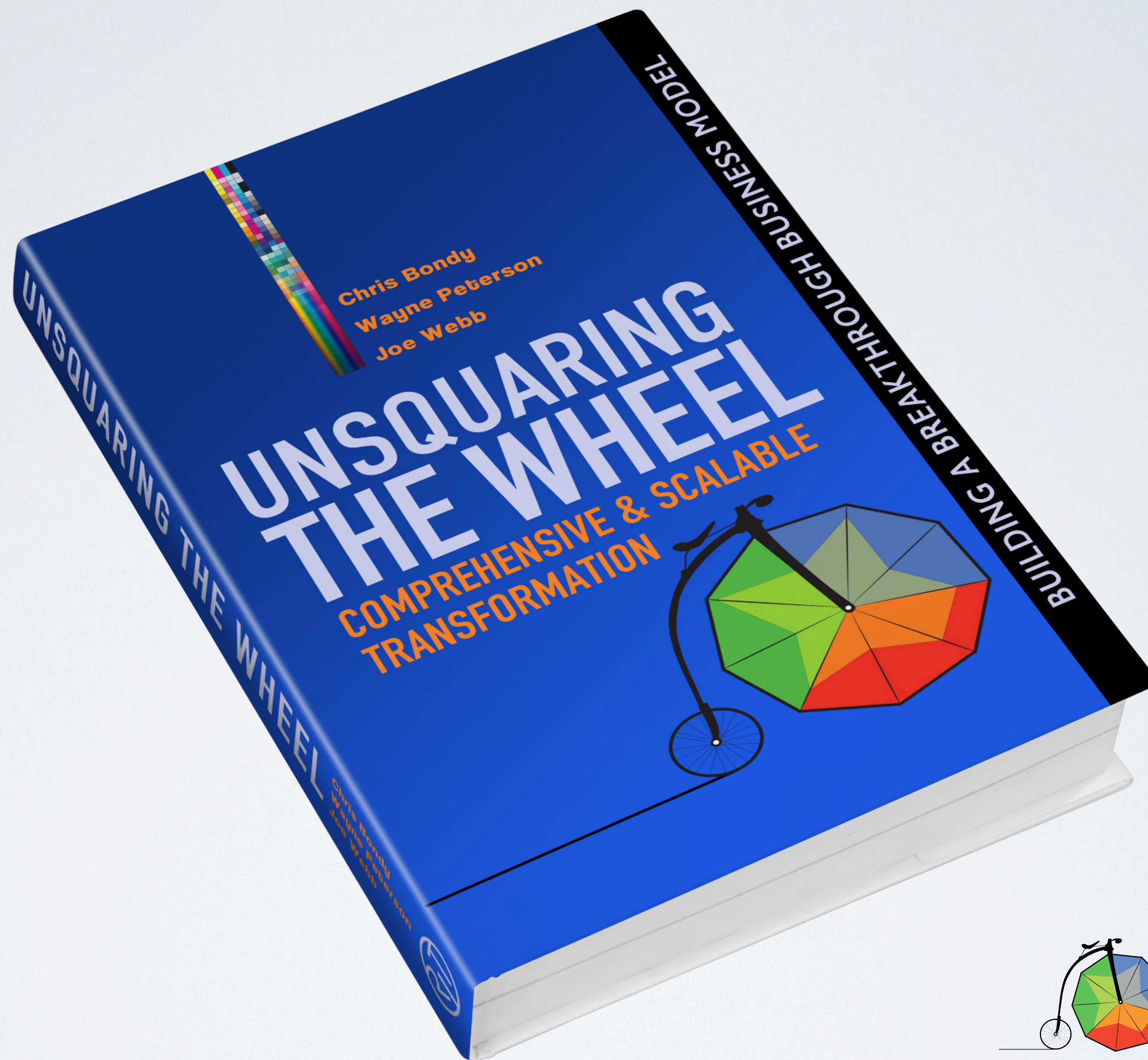


BUSINESS DEVELOPMENT BUILDING A ROBUST, REPEATABLE PROCESS

Part One of Two







WHAT'S A BUSINESS DEVELOPMENT PROCESS?

- A systematic approach to creating and keeping customers.
- Business process thinking applied to branding, marketing, sales operations, and selling.
- A workflow for business development activity.

“... by far the best book ever written for the industry ... takes you through the process of reinventing your business for the future.”

Jim Schultz, CEO Great Lakes Integrated

“UnSquaring offers a blueprint for redesigning the traditional printing company business model.”

John Snyder, President HBP Inc.

... the operating manual for the printing firm of the future.”

- Frank Romano
Professor Emertus, RIT

“Business transformation is really hard work. UnSquaring offers a roadmap.”

Tom Saggiomo, CEO DG3 Group



A QUESTION:

Printers are exceptionally good at building reliable processes.

So why haven't we applied that capability to marketing, selling and business development?

ANSWERS?

We believe that every customer relationship is unique.

We believe that every salesperson has a unique process.

We focus primarily on production workflows.



LIMITATIONS IN SCOPE

- Focus is B2B, not consumer / retail.
- Focus is ongoing revenue, not “one off.”
- Focus is on the customer, beginning to end.

WHAT'S THE OBJECTIVE?
WHY MAKE THE EFFORT?

COMPETE EFFECTIVELY
GROW SUSTAINABLY

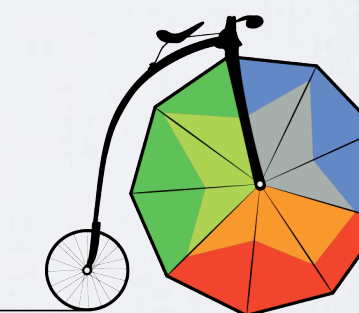
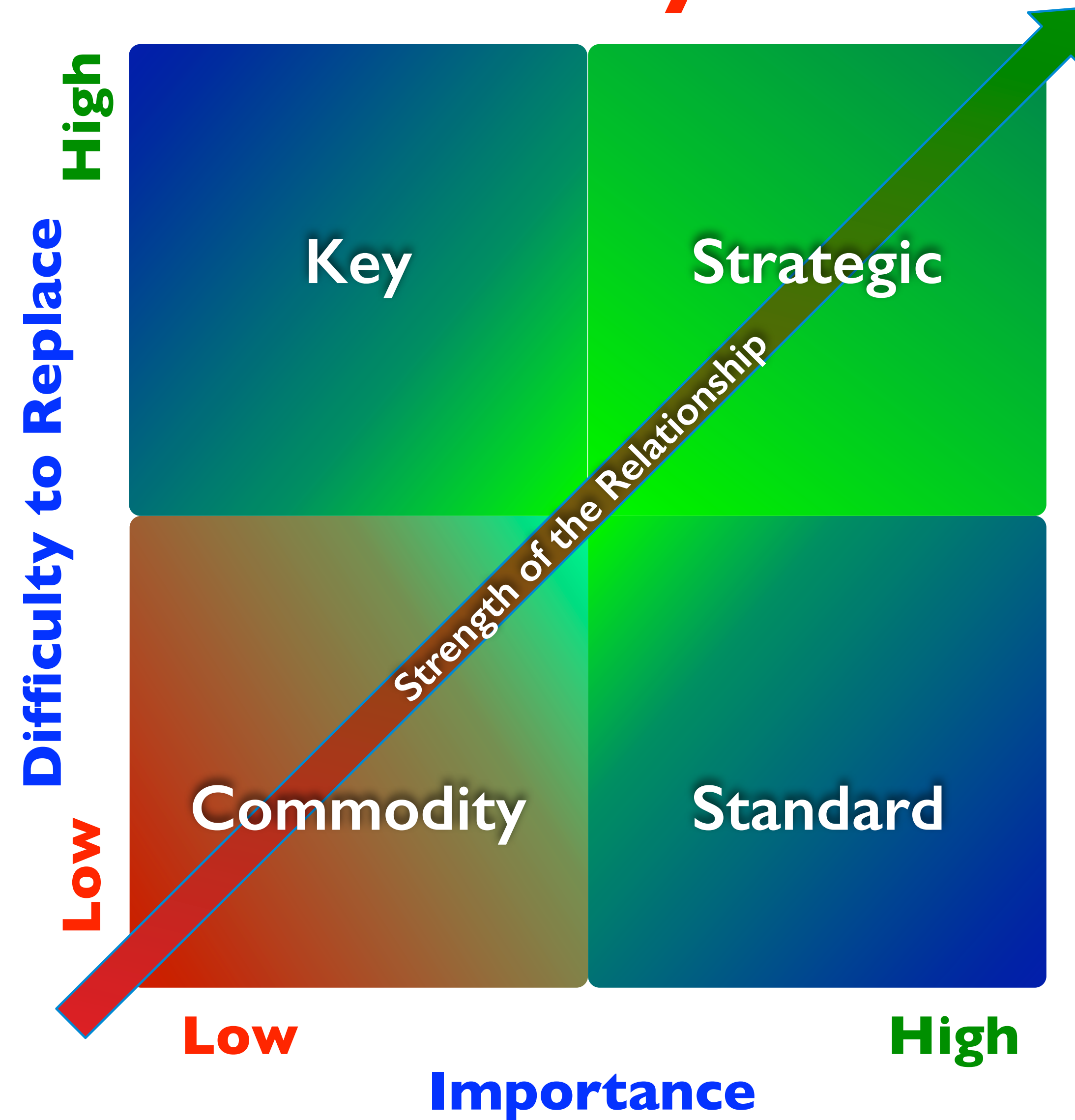


WHERE DO YOU START?

THREE QUESTIONS:

- Who are you?
- What do you do?
- Why does it matter?

Where do you fit?



UNSQUARING[®]
COMPREHENSIVE & SCALABLE
TRANSFORMATION

THREE TYPES OF CUSTOMERS

Intrinsic Customers

Value only the product itself.

Transactional

Extrinsic Customers

Seek more than just the product.

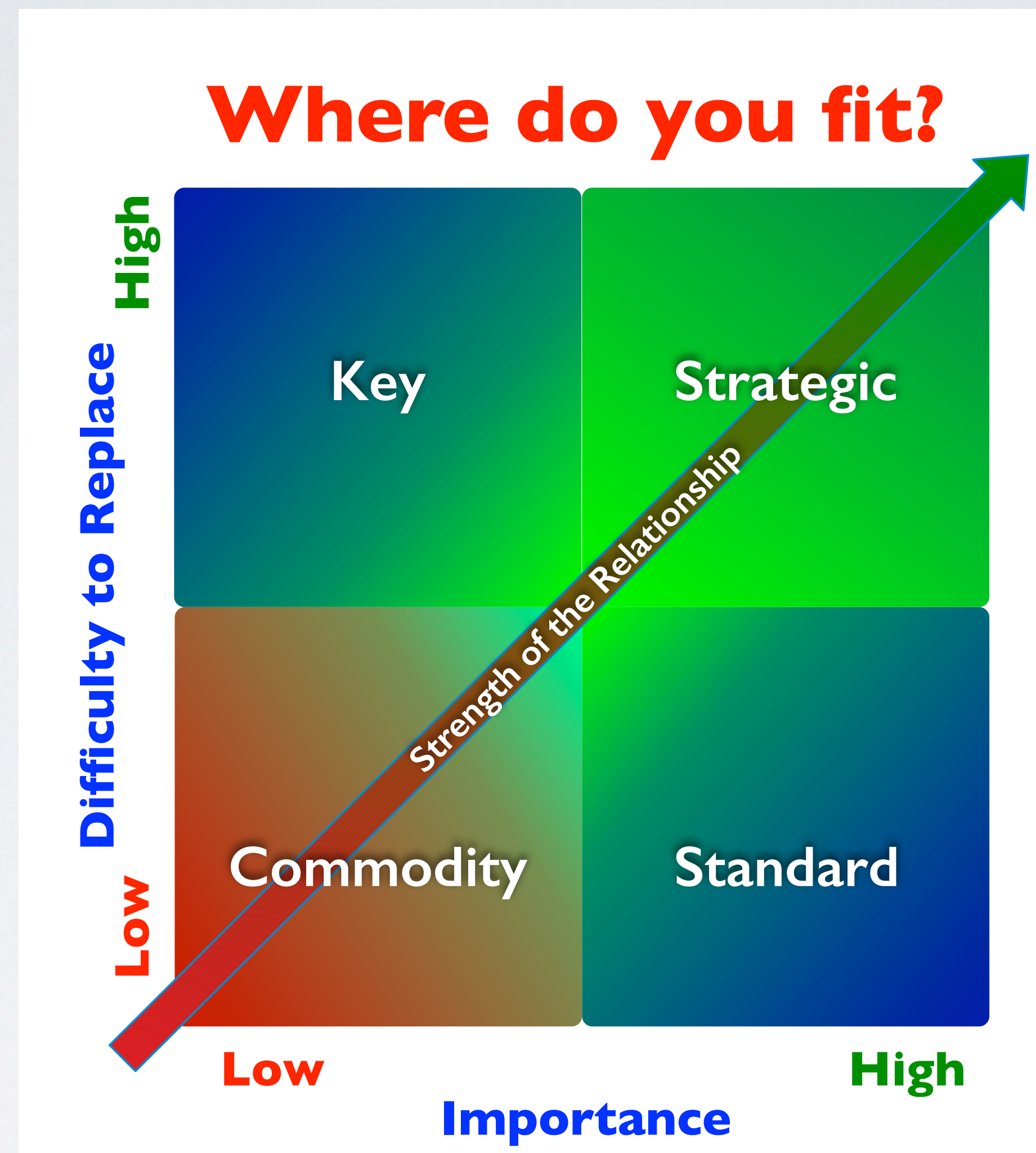
Consultative

Strategic Customers

Seek collaborative relationships with the supplier.

Enterprise





Where are you with your very best customers?

EXERCISE ONE: YOUR VERY BEST CUSTOMERS

A BUSINESS DEVELOPMENT
PROCESS SHOULD CREATE
MORE OF YOUR
“VERY BEST CUSTOMERS.”



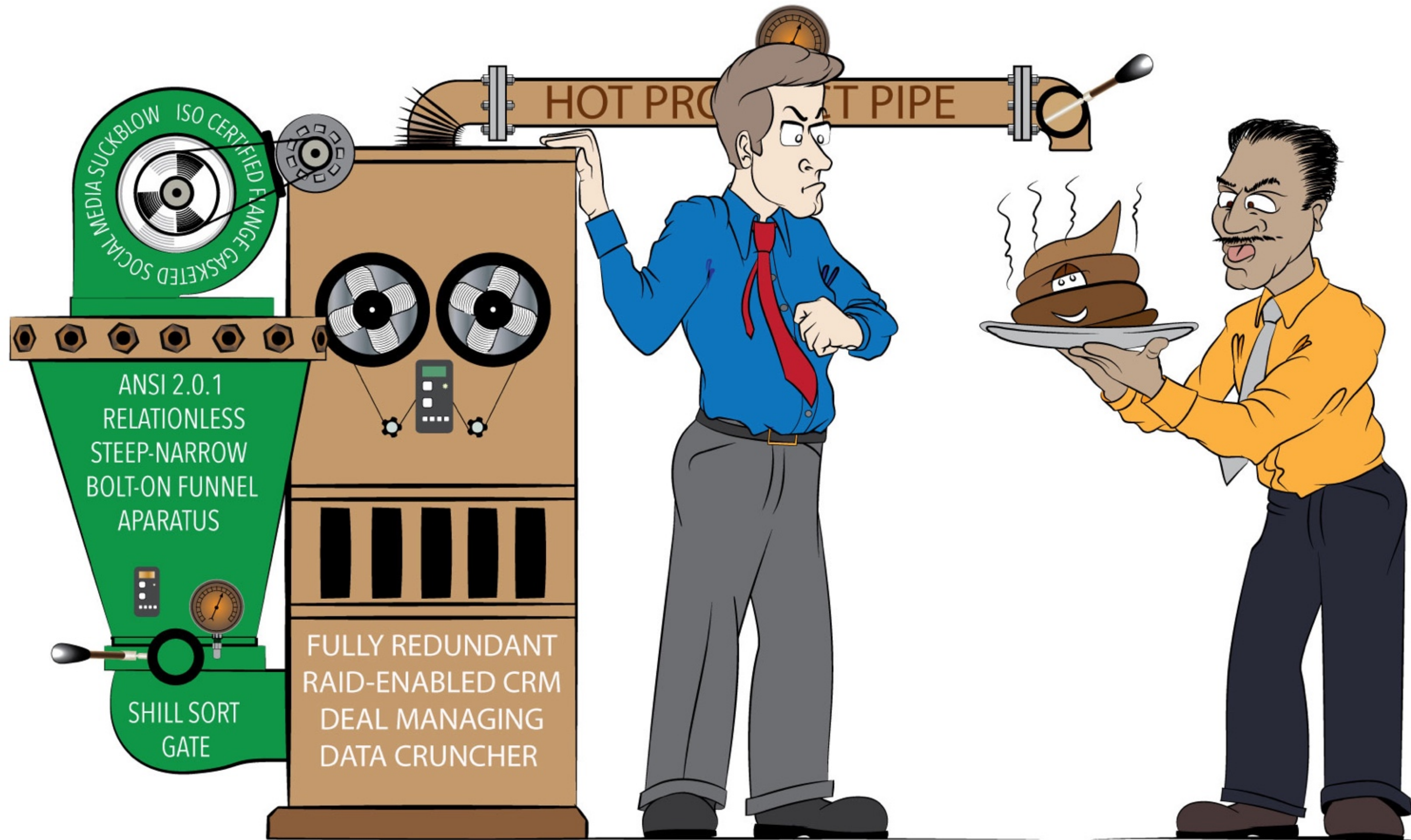
HOW DO YOUR VERY BEST CUSTOMERS
CHOOSE NEW SUPPLIERS?



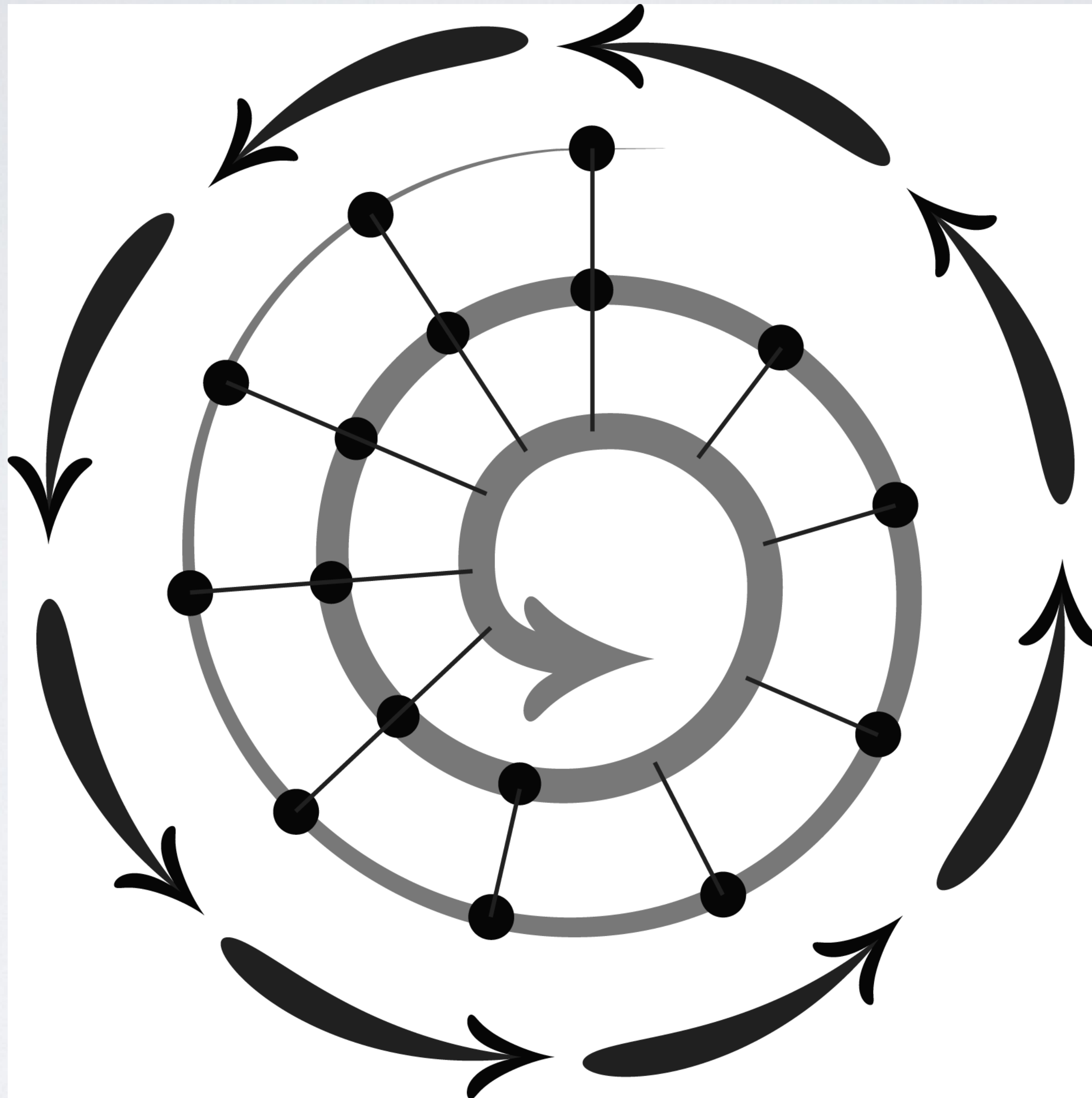
1. STIMULUS
2. NEEDS ANALYSIS
3. INFORMATION GATHERING
4. REQUIREMENTS / SPECIFICATIONS
5. QUALIFICATION / EVALUATION
6. SELECTION
7. IMPLEMENTATION

THERE IS NO FUNNEL





Yeah!? Well I can PROVE this IS the HIGHEST quality prospect based on our data collection with collaboratively empowered markets via plug-and-play dynamically verified B2C data through tech advanced STEEP NARROW DATA CRUNCH-a-MUNCH!!!!



YOUR BUSINESS DEVELOPMENT
PROCESS NEEDS TO MIRROR
THE SUPPLIER SELECTION PROCESS
USED BY YOUR VERY BEST CUSTOMERS



- How to they start the process? What's the trigger?
- How do they assess and define the need internally?
- How do they decide whether to take action?
- How do they establish urgency and a timeline?
- How do they identify potential solutions and research them?
- How do they choose the options to seriously explore?
- How do they determine the budget?
- How do they assess and rank potential solutions and suppliers?
- How and when do they negotiate?
- How do they finalize their choice?
- How do they implement their decision?

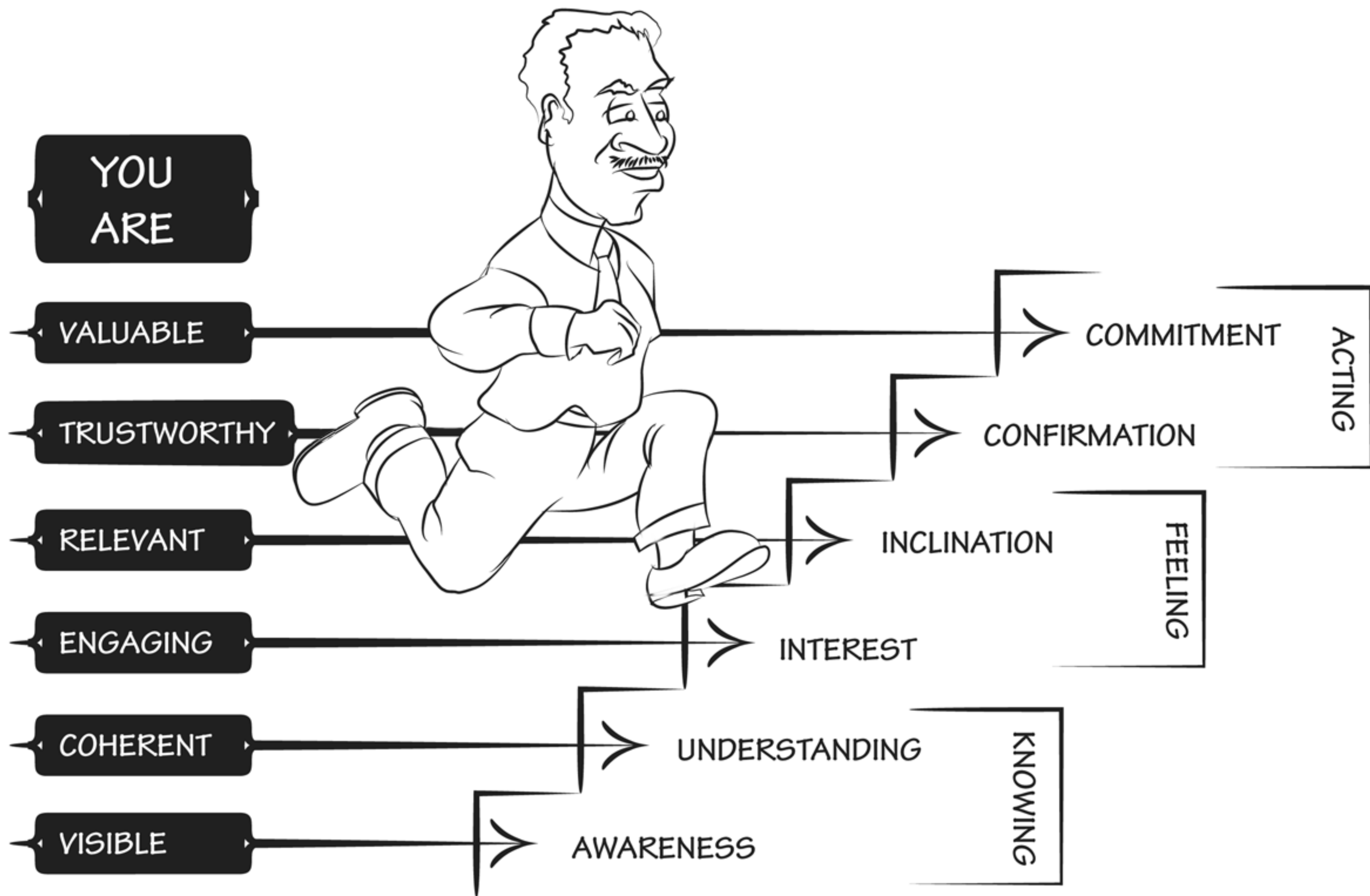


MIRRORING YOUR CUSTOMERS



CURRENT REALITY

- No clean handoff between “marketing” and “selling.”
- Very few relationships are created between only one person in each organization.
- It’s going to include digital, social, and mobile access to information, resources and tools.
- It’s likely to include far more touch points than ever before.



EXERCISE TWO: MAP HOW YOUR BEST CUSTOMERS SELECT SUPPLIERS

