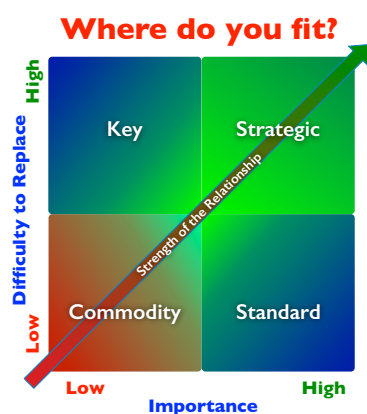


## Business Development Process Exercises

### Exercise One: Your Very Best Customers

Identify your three “very best” customers.	
Why is your product / service important to them?	
How difficult would you be to replace? Why?	
Where are you on the two dimensions in the graphic below?	



### Exercise Two: How Do Your Very Best Customers Select Suppliers?

	Stage	Actions / Steps
1		
2		
3		
4		
5		
6		
7		

### Exercise Three: Starting to Design a Business Development Process

[illegible]