

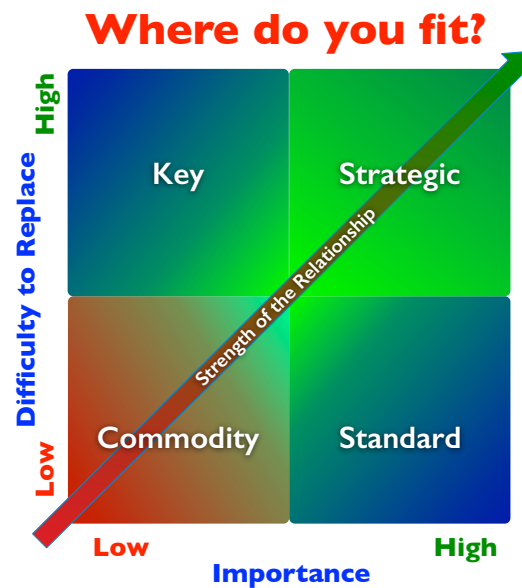
Business Development: Building a Robust, Repeatable Process

What is 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.



Supplier Relationship Management Methods

I

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

Typical Stages in a Buying Process

1. Stimulus
2. Needs analysis
3. information gathering
4. Requirements / specifications
5. qualification / evaluation
6. selection
7. Implementation

How do 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?

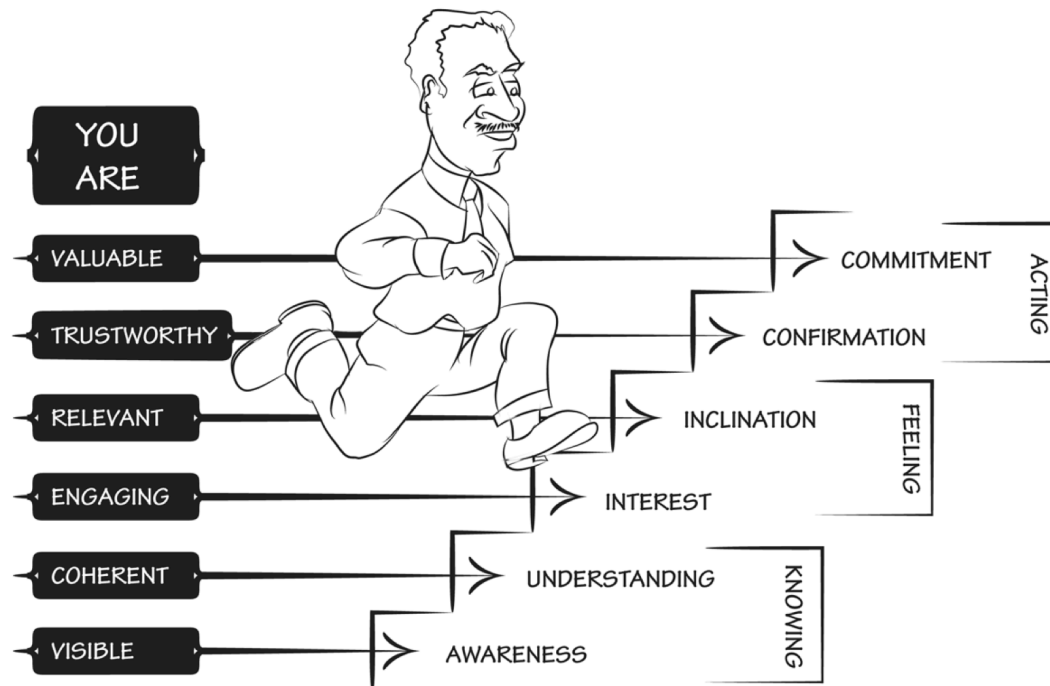
How do they determine the budget?

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?



First Steps in a Customer's Journey

Unique Value Proposition

You will be able to: [describe the effect]
by: [dollars or percentage]
through the ability to: [describe the situation].
This will require a commitment of: [resource / dollars]
which will be returned within: [timeframe].
Recently, we implemented a similar solution for:
[name of customer].
That customer achieved: [specific, measured results.]

Relevant Proof

“What would need to be true ...?”

Claims and assertions aren't reinforced by using more and louder claims and assertions.

Business results v. “The fastest, stainless steel Henway in the industry, coupled to an unbreakable snavitz, inline with two redundant reltniks.”

Elements of Your Process

Selection criteria

Research / information gathering

Challenger content: “Wouldn't life be better if ...?”

Case examples: “Life for XYZ is better because”

Testimonial / endorsement content: “Because of YOU we can now”

Identify decision makers.

Customer profile

Gain access

Define discovery process.

Value propositions & ROI

Brief the decision maker.

Buy-in on the value propositions.

Propose trial / demonstration.

Compile results.

Present results.

Pre-approve proposal

Proposal

Presentation

Negotiate terms and timeline.

Execute agreement