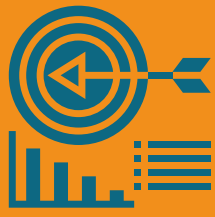


# BUSINESS DEVELOPMENT TIPS



## UNDERSTAND NEEDS

Why are they in the market? What are they trying to achieve? How might your solution help them achieve their aims?



## TARGET INERTIA

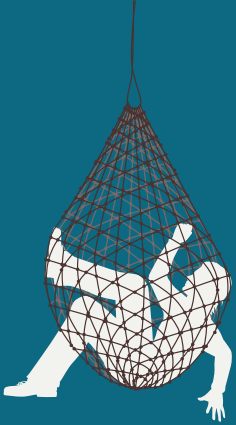
Establish a problem or an unexploited opportunity... now one makes a purchase if they are 100% happy with their situation! Identify Discomfort.

## COMMUNICATE ON BENEFITS

What your solution does FOR THEM! Focus on the good stuff, in language the customer would identify with. "Which Means That..."

## ESTABLISH MOMENTUM

Build a sense of movement... win the right to progress to the next stage of the sales process. Agree "mini contracts" to move on



## AVOID THE EASY TRAPS...



### DON'T FALL IN LOVE WITH YOUR PRODUCT...

Stay objective and see it as your customer does

### AVOID SEEING ONLY THE INPUTS... FOCUS ON THE OUTPUTS (WHAT IT DELIVERS)

### MAKE SURE EVERYONE COMMUNICATES CONSISTENTLY...

Define, agree, write down and use the same benefit statements across the business

### DON'T PUSH YOUR PRIORITIES... LISTEN TO THEIRS AND FOCUS ON MOMENTUM NOT "PUSHING"

## THE BD PROCESS...

1. Getting attention from the right targets... not everyone
2. Winning the right to engage further
3. Motivate it two-way
4. Establish a need
5. Offer a solution

