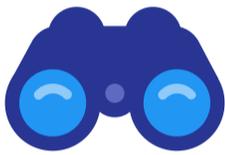




Business Development Tips & Tricks

Business development can be one of the fastest ways to grow a business. Doing it right may pay big dividends; doing it wrong can be demoralizing. Here are a few tips for effective business development that can help you hit the ground running.

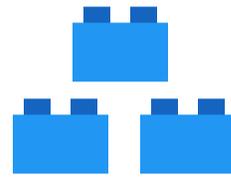
1



Know Your Competition

Evaluate what they offer so you can help differentiate yourself from the pack. Analyze what makes you stand out in a crowd. You should obsessively work on this differentiation.

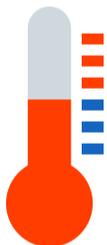
2



Add Value & Build Trust

Business growth can come from adding value to every relationship, with prospective customers and existing customers. Add value by providing information and knowledge, by being an advisor, by obsessing over treating customers right, both before and after the sale.

3



Don't Let Relationships Go Cold

It may pay to focus the bulk of your business development efforts on strengthening relationships with existing customers. Value the relationships and keep your loyal customers engaged.

4



Follow Up. Follow Up. Follow Up.

There are many ways to engage with customers periodically. Social media, email, phone calls, and hand written notes are all great ways to follow up, you don't have to use just one technique. Set up a Google Alert for your clients so you can know what's happening in their world and react as you see fit. Share useful content on a regular basis. Send a note on special occasions such as birthdays or anniversaries.

5



Keep Efforts Organized & Leverage Your Resources

Leverage your resources well, to get more done for your clients and prospects and create more time to focus on business development and relationship building. Business development can be a daunting task when contacts, leads, and activities are not in a central place. For efficiency use a CRM tool to keep track of your sales conversations.



7 Tips for Mastering the Fine Art of Following Up

1



Follow Up Immediately

Don't wait a week or longer to make the first contact. Your new connection may vaguely remember you, but the impact of your meeting will have dramatically diminished. Instead, reach out the next day with a short email.

2



Take Notes

Immediately following a networking event or cocktail party, write notes about the people you spoke to and what you talked about. Include superficial details that may help jog your memory, such as what they were wearing or what they looked like. Use the business cards you collected to connect names to faces.

3



Connect On LinkedIn

No other social media platform has the same professional reputation as LinkedIn. When you send your request to connect, remind the person who you are and how you met. If possible, mention something you talked about.

4



Use Your Calendar

After your initial follow up, set a reminder in your calendar to follow up again in a few weeks. Reconnect with clients, colleagues and customers on a monthly, quarterly or annual basis. Call, send an email, send links of interest, or mail a handwritten note. Holiday cards are also a personal way to create a lasting impression.

5



Keep It Short

Your communications don't need to be lengthy. Keep your messages short and to the point.

6



Host An Event

A casual happy hour or dinner party can be a great way to entertain and build rapport. Invite clients and colleagues you think will get along or be able to do business together. When you generously help others connect, you'll create new business opportunities for yourself as well.

7



Send Congratulatory Notes

If you read an article about someone you know who has received an award or promotion, send a note to congratulate them.