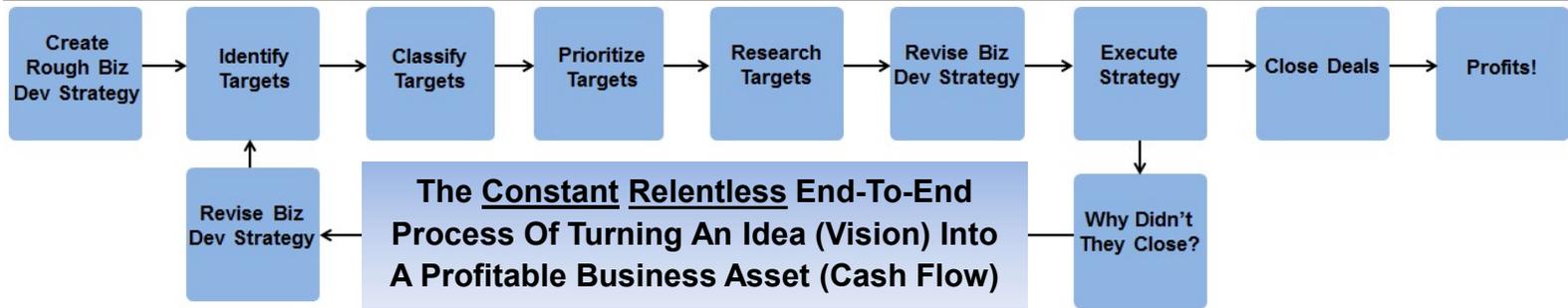


# Business Development CheatSheet

## The Real Shape Of Business Development...



## Business Development Strategies, Tactics, and Process

### Rough BizDev Strategy

Brainstorm version  
Open to all ideas  
What would you never do?  
Who is the target?  
What do you need from them?  
What does success look like?  
What task will get you where you want to be?  
Who will be responsible for each task?

### Identify Targets

Detailed leads list.  
Who are they?  
Where are they?  
How can you contact them?  
Why are they on your list?  
What do you need from them?  
Networking  
Trade shows  
Customer lists  
Research  
Go where the potential customers are.  
More places to capture leads?  
Leverage - When your college roommate becomes a buyer you become a seller.

### Classify Targets

Who is worth spending the most time on?  
Are they the decision maker? If not, who is?  
Which leads are essential to your Business? (upstream – Biz partners or suppliers)  
What do you need from them?  
What does a closed deal look like?  
What is the probability of closing? When?  
Who are your top ten downstream (selling to) leads.

### Prioritize Targets

Don't waste time. (Time is your most precious commodity)  
Focus on the decision maker and/or the gate keeper/influencer.  
Estimate potential revenue and profit from each target.  
Assign a probability of closing to each target.  
Assign a time to close. Number of days to each target.  
Assign a cost (legal, travel, etc.) to close to each target.  
Sort your spreadsheet accordingly. Highest priority at the top.  
Which target can be an influencer to close other targets?

### Research Targets

Know your targets inside and out.  
You need to be the expert on the targets.  
What are they using now?  
What is their pain point?  
What will get your target their maximum annual bonus?  
What has the target used before?  
How has the target succeeded before?  
How has the target failed before?  
What will close the deal for the target?  
Why does the target need you?

### Revise Biz Dev Strategy

Take what you have learned and modify the plan.  
Test things out on a few targets. (Listen to what they have to say and don't say.)  
Watch out for the Sales Estimate trap.  
What do you need from them?  
What have you forgotten?  
What are the Target's Hot Buttons?  
Set measurable daily, weekly, monthly, annual goals. Assign the goals to people on staff.  
Sandbagging – Sales Estimates and Cost estimates. Why does it make sense?  
Set bonus amounts.

### Execute Biz Dev Strategy

Assign responsibilities. (With numbers, dates, bonuses)  
Set up checkpoints with clear expectations.  
Look for breakdowns. (Not always clearly communicated)  
Be open to chance and luck.  
Be ready to revise your plan....

### Close Deals

It's all about closing deals. When, how, what...  
Look for buy signals.  
**Steps to closing:**  
\* Find the decision maker. (The deal signer)  
\* Meeting of the minds.  
\* Draft a Letter of Intent (LOI) (See more on this below)  
\* Send LOI to legal  
\* Negotiate and finalize agreement.  
**Use a LOI to see who is really ready to close.**  
\* Informal – No legal terms. Be ready to walk away.  
\* Basic Business terms  
\* Mutual Understanding  
\* May or may not be binding.  
If needed, look for ways to phase in the deal.  
It's really all about the people. The contract is nothing if the people are not good.  
Get cash... It means more than promises.  
**Why Didn't Target Close?**  
All deals don't close... In fact most don't close.  
Find out why the deal did not close.  
Timing, price, competition, market mismatch, relationship issues, etc.  
What would have bridged the gap to get the deal to close?  
Can you get a referral to another target?  
When to meet with target again?  
**Revise Biz Dev Plan**  
Should constantly revise the strategy based on new market/target knowledge.  
Be sure to communicate the changes to your Biz Dev team.  
Test proposed changes before finalizing.  
Strategy changes are okay but resist team changes if possible.  
Hire Slow... Fire Fast.

## Pitching Essentials

- 1) You know your product... Now you need to inform others and get them excited about it, too.
- 2) The best way to bring targets to the next level. It's your opener.
- 3) Everyone in your organization should know the pitch. You never know who they will meet.
- 4) Different pitches for different targets. Keep it simple. Test the pitch on everyone. Watch how they react. Not what they say. What they do.
- 5) You really need three pitches: a one sentence Pitch, a one minute Pitch, and a three minute Pitch
- 6) The shape of your pitch:
  - \* Why – 35,000 foot view - Why your product/service should even exist. What you believe about your product or service.
  - \* What's different – 15,000 foot view - What makes your product/service different? What advantage do you have over the "Competition."
  - \* What your product or service does – Ground level view
- 7) The First Secret – Make them laugh, cry and be surprised. Connect.
- 8) The Second Secret – Practice, Practice, Practice... Then Test. Modify, Improve and Perfect it.

