Selling Social Solutions (SSS)
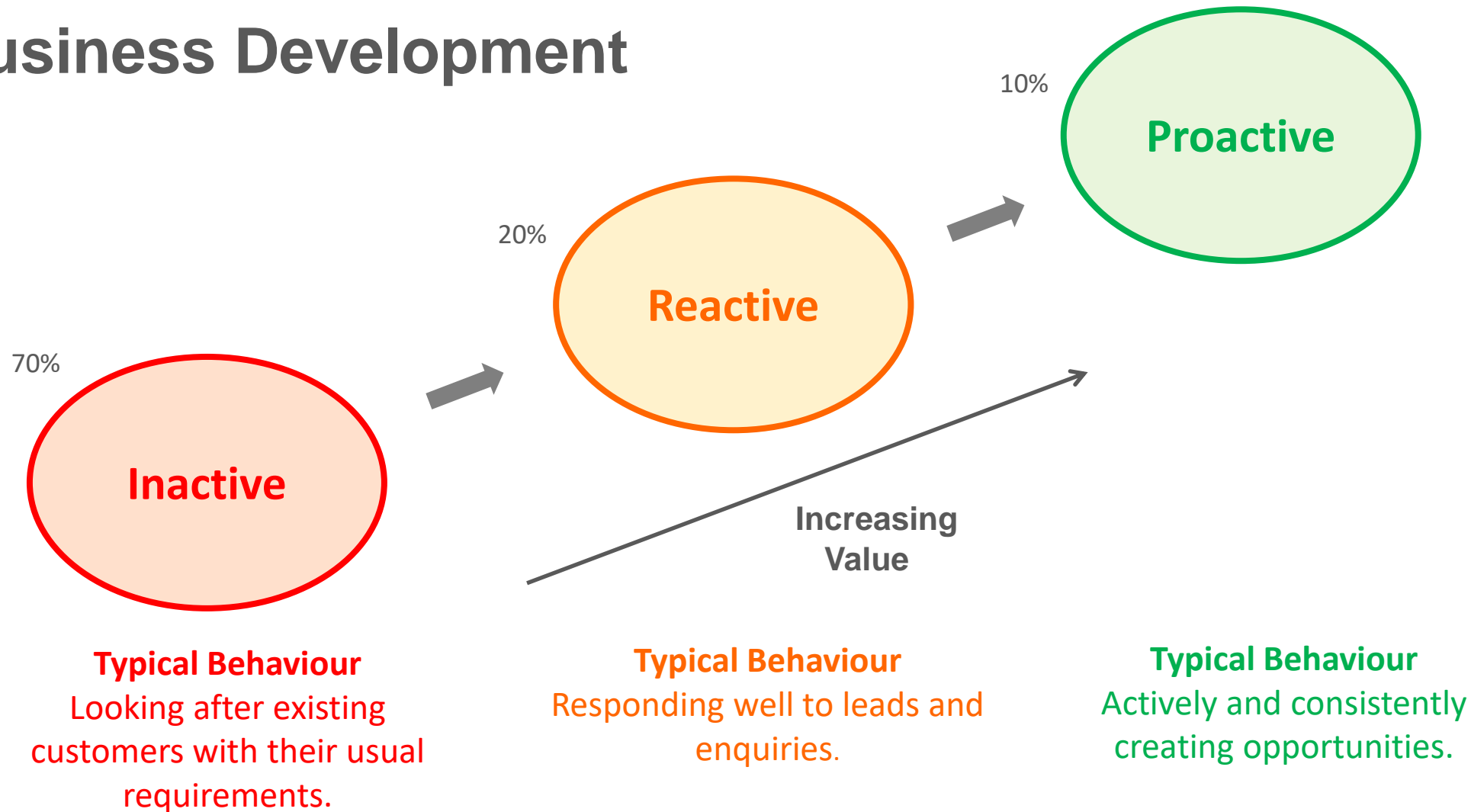
Developing valuable business in a *comfortable* and *effective* way

Introduction

Business Development

10%

Proactive

20%

Reactive

70%

Inactive

Increasing
Value

Typical Behaviour
Looking after existing
customers with their usual
requirements.

Typical Behaviour
Responding well to leads and
enquiries.

Typical Behaviour
Actively and consistently
creating opportunities.

Question: What percentage of individual business developers are in each category?

What holds us back from being more *proactive*?

1) Confidence
2) Time
3) Motivation
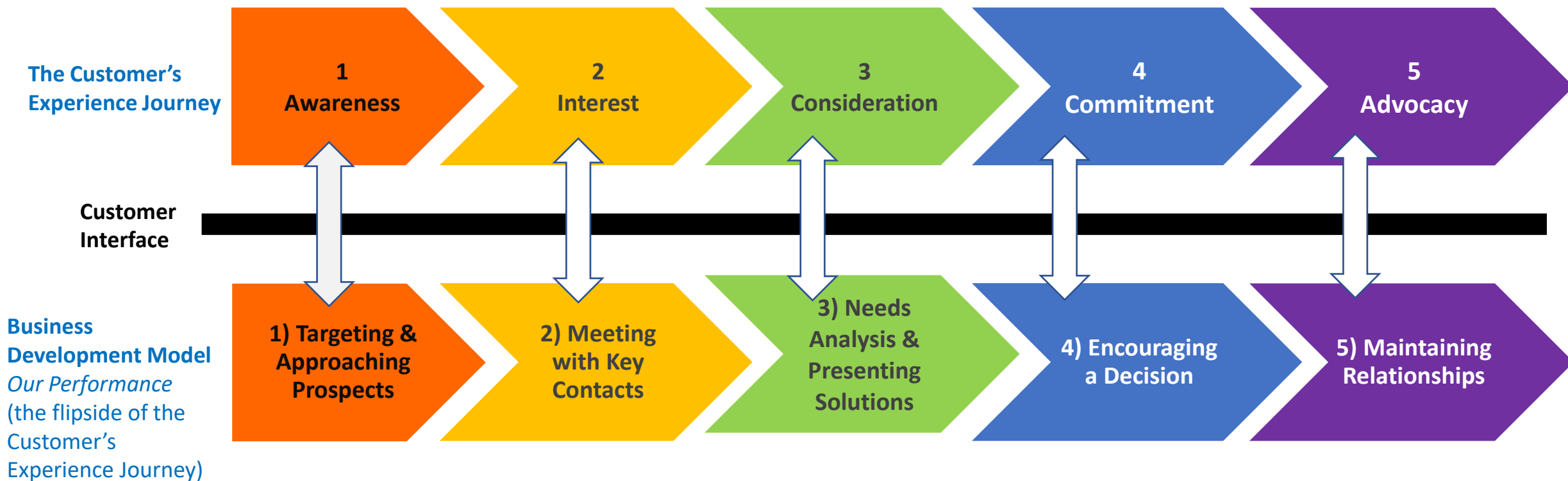
IMPORTANT
Proactive does not equal 'Salesy'

The desired 'Customer Experience Journey'

Looking at life from the customer's perspective

I have become **Aware**	I am **Interested**	I am **Considering**	I am **Committed**	I'm now an **Advocate**
Phase 1	Phase 2	Phase 3	Phase 4	Phase 5

Our objective is to help willing prospective customers across this journey and to provide an exceptional service experience.

Building a Business Development Model

The Customer's Experience Journey

| 1 Awareness | 2 Interest | 3 Consideration | 4 Commitment | 5 Advocacy |

Customer Interface

Business Development Model
Our Performance (the flipside of the Customer's Experience Journey)

| 1) Targeting & Approaching Prospects | 2) Meeting with Key Contacts | 3) Needs Analysis & Presenting Solutions | 4) Encouraging a Decision | 5) Maintaining Relationships |

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Business Development Model

Expanded

5) Maintaining Relationships
Creating strong and trustworthy bonds with customers

What are the most
challenging steps, and why?

4) Encouraging a Decision
Gaining commitment and addressing objections in a confident, considered way.

3) Needs Analysis & Presenting Solutions
Conducting a thorough Needs Analysis to ensure the best most appropriate solutions are presented.
Presenting Solutions with professionalism and integrity

2) Meeting with Key Contacts
Engaging prospects, establishing *genuine compatibility* and uncovering needs and opportunities.

1) Targeting & Approaching Prospects
Ensuring that *relevant prospects* are approached who represent the best possible chance for positive outcomes.
Finding *comfortable* and *effectiv*e ways to approach prospects; gain their attention and ignite interest.

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Getting focussed and choosing targets...

There are only three specific ways of proactively developing business.

1. More from Existing (MFE)
2. Lapsed Customer Re-ignition (LCR)
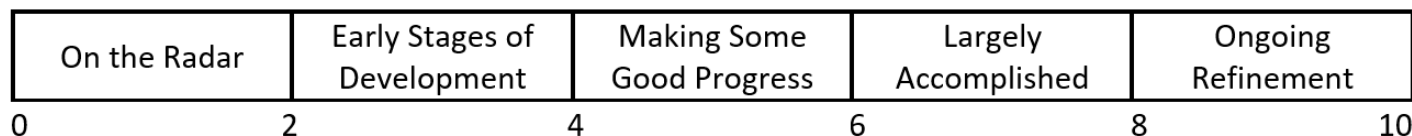3. Brand New Business (BNB)

Monthly 3x3

	Company 1	Company 2	Company 3
More from Existing (MFE)			
Lapsed Customer Re-ignition (LCR)			
Brand New Business (BNB)			

10 attributes of genuinely *proactive* BD teams…

Proactive teams…

1. Refer to BD activities/initiatives as 'Inactive, Reactive or Proactive'

2. Have structured time to work 'on' their roles, not just 'in' them

3. Take advantage of structure; Models & Methodologies

4. Create specific *tools* that support PBD

5. Develop a unique *language* around PBD

6. Have a reliable method for determining the 'likelihood' of opportunity conversion

7. Have a clear method for tracking the 'progress' of opportunities

8. Have logical and meaningful PBD reporting procedures

9. Have an active and constructive PBD training, coaching and mentoring program

10. Are rewarded for proactive behaviour

On the Radar	Early Stages of Development	Making Some Good Progress	Largely Accomplished	Ongoing Refinement
0	2	4	6	8	10

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Today, we have covered…

➢ Why *proactive* business development does not mean we have to be *salesy* in our approach

➢ The value of building a strong business development model, based on the customer's experience journey.

➢ The PBD scorecard, and how it can double as a planning and implementation tool.

Questions & Discussion?

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