

Business Development and Networking Tools

Overall Map Structure

- 1. Vision**
- 2. Mission**
- 3. Objectives**
- 4. Values**
- 5. Strategies**
- 6. Action Plans**

Vision- Describes the ideal transformation you want to achieve in the future

It includes a description of such things as:

- The type of company or organization
- Markets served
- Geographic scope
- Targeted customers
- Key products and services
- How big
- Revenues
- How many EE's

Mission- Answers the question what do you bring to this company/customer?

It includes a description of:

- Your unique selling proposition
- What you are committed to providing customers
- The promise you are making to the employer or clients
- The wants, needs, desires, pains/problems that you help solve

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Objectives- Define what you are going to do, deliverables or targets

Quality Objectives

- Provide quantitative pulse of the business
- Focus resources towards specific results
- Define success in a measurable manner
- Give people specific targets
- Establish framework for incentives and accountability
- Minimize subjectivity and emotionalism
- Measure end results

Formula

Verb + Noun + Date= Goals

Categories

- Financial
- Customer/Market
- Process Improvement/ Internal
- Learning/Development

Guidelines

- Can be graphed
- Include numerical values
- Name and date to ensure accountability
- What results are you promising you can deliver to our company?

Values- Core guiding principles that define how you create meaning

- Answer the questions:
 - ✚ What do I say yes to?
 - ✚ What do I say no to?

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Strategies- How will I build my business or connections to others? These are broad statements that cover multiple years

- Set direction, philosophy and values
- Define your business or networking model
- Establish guidelines for evaluating important decisions
- Set limits on what you will do/will not do

Formula: Course of action + desired results= a strategy

Categories

- Financial
- Customer/Market
- Process Improvement/ Internal
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Action Plans- Define the work to be done. They state what is to be done by when

Areas of focus

- Major business building projects/tasks
- Significant infrastructure/branding/networking projects/tasks
- Programs/projects that bend curves and/or trend lines

Formula: Description of work + date= plan

Guidelines

- Assign names and dates to ensure accountability
- Define specific actions
- Limited to business building or infrastructure
- Related to specific strategies or objectives
- Schedule by ¼- Maximum 3 per quarter

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Networking that Works and Produces Results

Consulting is a business that is predicated on relationship: quality relationships matter both in terms of getting introduced to the right people for potential opportunities and the crafting and building of relationships over time matters to continued introductions and opportunities.

Right relationships and right connection are one key factor to networking success. The other key success factor is time. Lack of time is a key concern for all consultants. Successful consultants manage their time by getting to the right meetings that have the right prospects and colleagues present.

There are two key work streams for successful networking: networking with prospects and networking with colleagues. They each require different actions and activities to build success.

Stream 1: Connecting with the Customers and Prospects that value you, your products and services:

The approach that we have used successfully often appears counter-intuitive to others

- What's your business and what do you offer? What is your unique value proposition?
- Who wants that?
- Who is your ideal client?"
 - ✓ Someone who has selected you
 - ✓ Someone in your target market
 - ✓ Someone who meets the criteria of a real prospective buyer in your target market- Your offer is of value to them, they are in your target market, they have selected you in the past and they have buying power
- ***Who are the clients that select you?*** Yes, who are the clients that select you?
- How do get to the meetings where they are?
- How do you connect with them and demonstrate your potential value to them over time?
- What are the benefits you have provided to clients from their point of view?
- There are 22 channels for marketing. There are 3 that are most effective:
 - ✓ Referrals from clients
 - ✓ Referrals from a COI- center of influence Center of Influence- Someone linked to your target market who has influence via their reputation, position or authority

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- ✓ Center of Service- COS In your target market, provides service in your target market, is a vendor to your target market and has found membership in professional groups that your target market belongs to
 - They go regularly to the meetings where your ideal clients go
 - They know the “Watering holes.”
 - They serve as leaders in the organizations

Steam 2: **Connecting with the “Right” colleagues**

- What groups will enhance your development as a professional?
- Best practices for building brand and visibility
- How to connect with colleagues in ways that matter
 - ✓ It’s not about just showing up
 - ✓ Go to places where you get to interact and people get to know you
 - ✓ The value of “chopping wood and carrying water”
 - ✓ Critical success factors for collaboration with colleagues
- Who do you want to talk to that will serve your business development and purpose?
- How can you help them?
- Who can you connect them to?
- Who is a good partner for you?
- Who is not a good partner for you? Identifying success criteria and how to recognize potential issues and challenges.