

Integrated Business Development for SMB Growth



It ain't the way it used to be...

- Many traditional sales steps/activities have moved the web:
 - Information gathering
 - Comparison shopping/competitive analysis
 - Peer review and referral
 - In many companies, actual purchase (e.g. Cisco)
- Account control by the selling team is a concept of the past



What's Always Been True

- Products and services don't sell themselves
- 20% of the sales team bring in 80% of the revenue
- Marketing and sales struggle to connect
- Direct sales are expensive:
 - \$164.70 average cost of a sales call
 - \$202.19 per call for manufacturing companies
 - \$242.24 per call for service companies

(Source: "The Cost of Doing Business" by Sales and Marketing Management magazine)



Strategic Selling Has Changed !

- Sales involve seller's web site as a critical component for:
 - Lead generation
 - Socialization of relationship
 - Account support and management
 - Up selling and cross selling
- Demand/push vs Supply/push
 - Customers want real help not a sales pitch
 - Thought leadership/content is critical



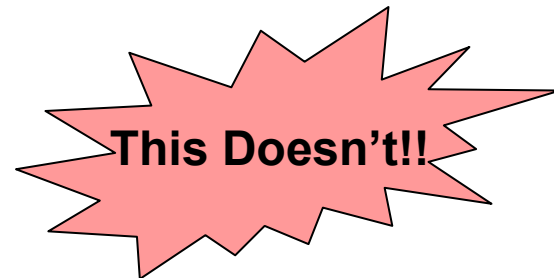
Lead Generation

- Demand/pull
 - SEO
 - Thought leadership
 - Webinars



Vs.

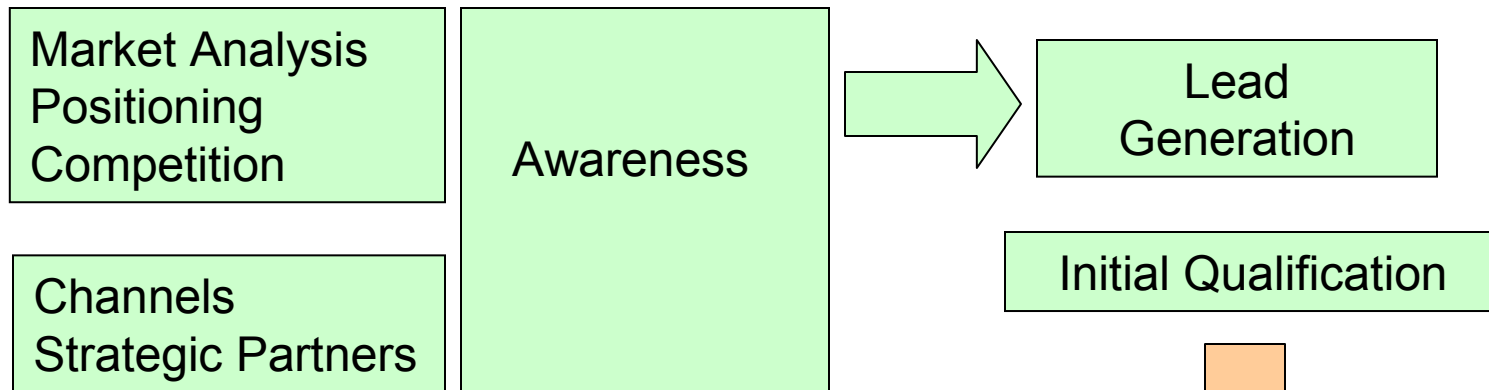
- Supply/push
 - Mass mailing (direct and email)
 - Cold calling

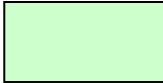



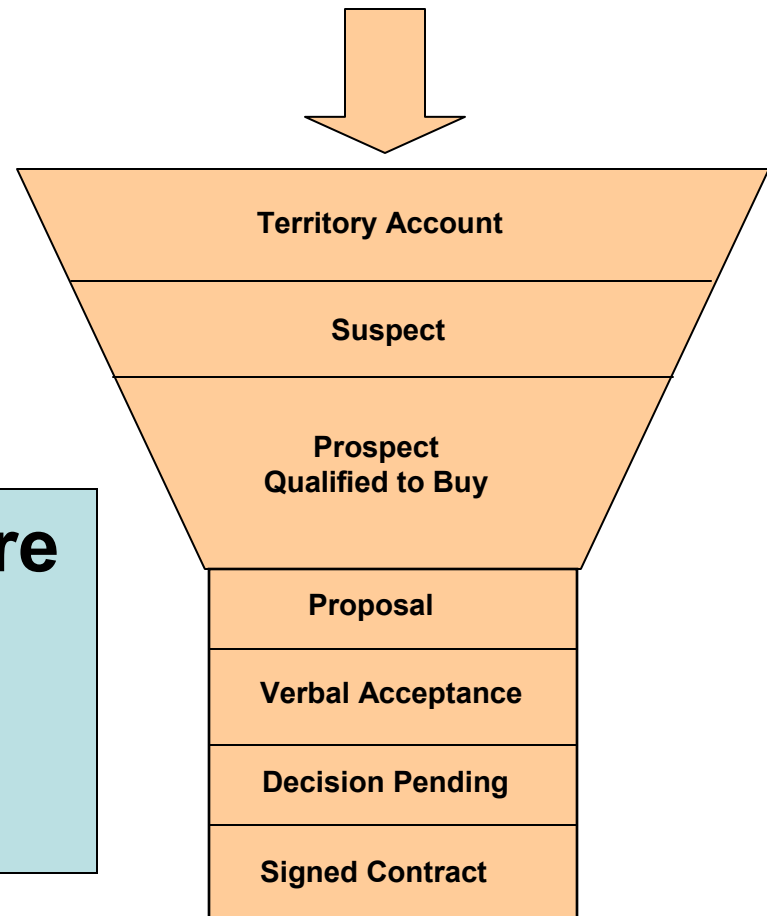
Marketing/Sales Usually Disconnected

- Marketing responsible for:
 - Awareness
 - Brand
 - Competitive Positioning
 - Channels/ Partnerships
 - Ultimately... sales leads
- Sales responsible for:
 - Following up leads
 - Relationships
 - Qualifying
 - Proposing and closing deals
 - Ultimately... revenue





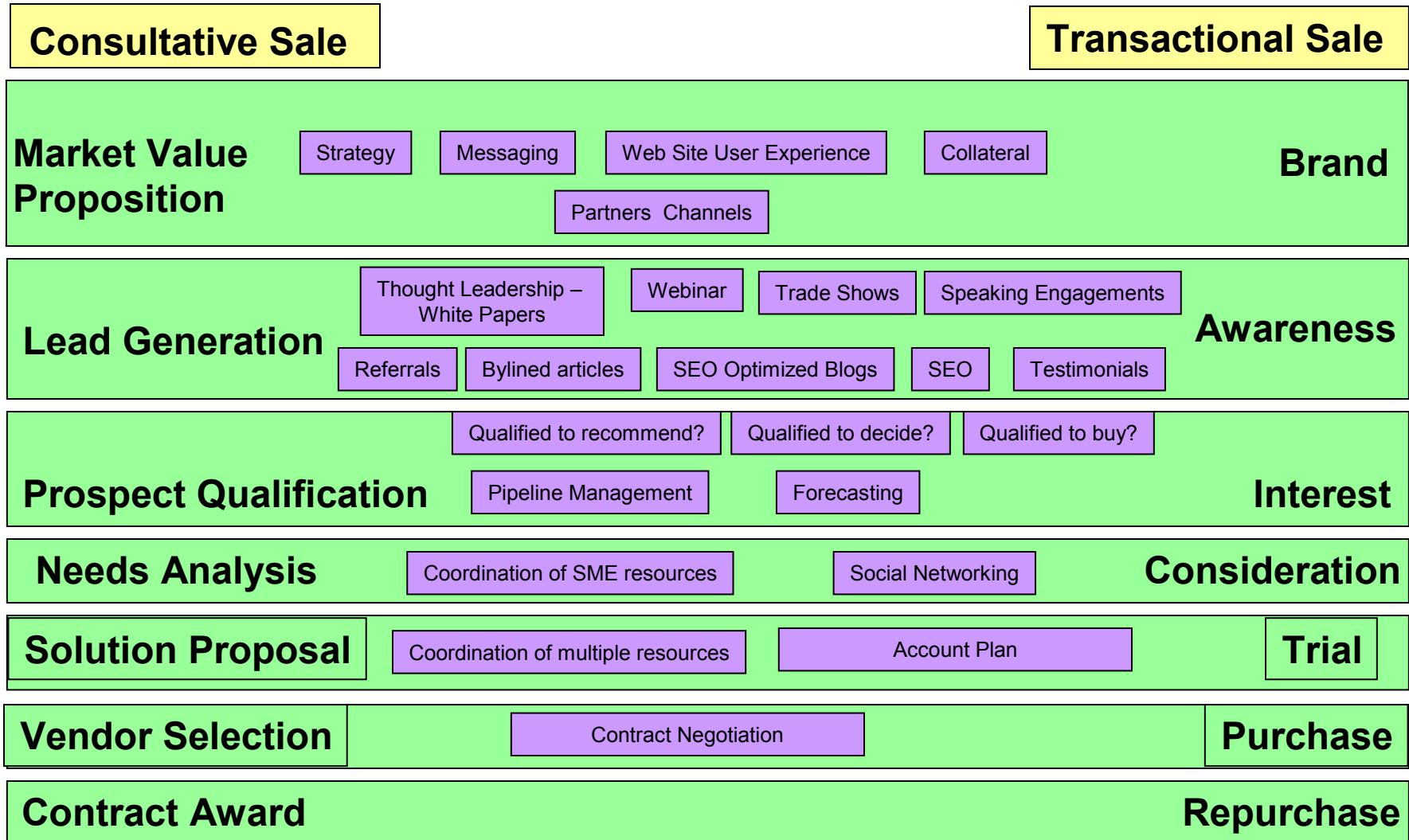
 Traditional Marketing
 Traditional Sales



**Today, on the web, the entire
 process is fused
 and called
 Business Development**



Business Development Capabilities Map



Sample Engagements

- **RealtyLogix**
Mentored and directed sales team for a start-up software company in commercial real estate.
- **RoommateClick.com**
Established an installed software business in higher education for on-line roommate services provider.
- **VFinity**
Helped a Taiwan-based software technology start-up launch in US. Company offers an innovative digital asset management software system for managing multimedia assets in a large corporation. Helped define and implement best practices for lead generation, forecasting and pipeline management. Hired and mentored sales team in three geographies nationwide.
- **ValidSoft**
Created US presence for this Irish software company, establishing key partnerships with systems integrators and developing key reference accounts with a large US consumer bank and the Federal Reserve Bank/
- **Strategic Designs for Learning**
Helped establish a sales forecasting and pipeline management process at this human capital consulting firm. Search Engine Optimization (SEO) project completed for newly launched company website analyzed competitive positioning in major search engine rankings, researched and implemented optimized keyword phrases for optimal search engine positioning.



Next steps...

- Let's talk...

