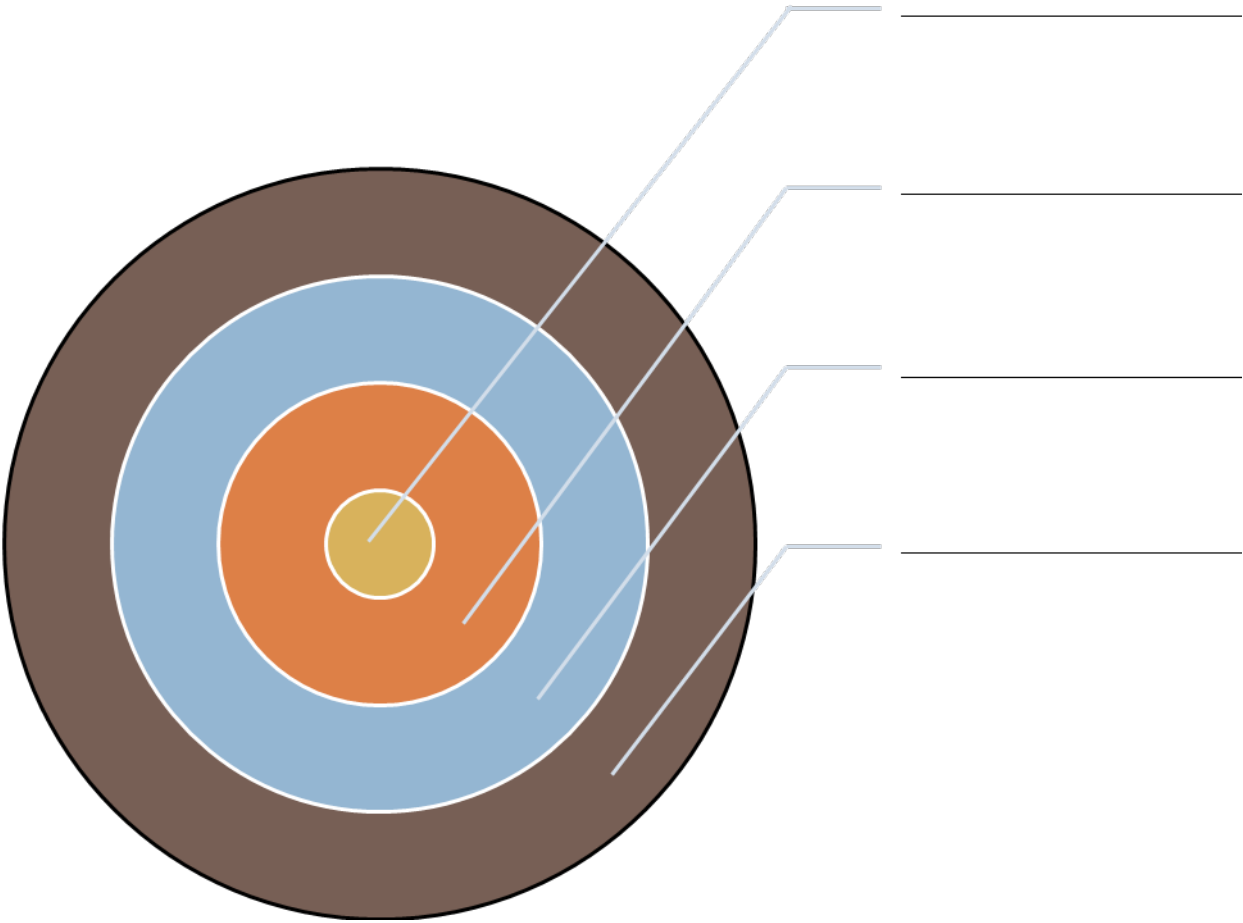


# Quick-Start Business Development Plan

Who will I target?





## How will I make initial contact?

### List and Sort by Contact Method

Reference **Client Targets** [Excel Spreadsheet]

Phone	eMail	Letter
<ul style="list-style-type: none"><li>•[name/company]</li><li>•[name/company]</li></ul>	<ul style="list-style-type: none"><li>•[name/company]</li><li>•[name/company]</li></ul>	<ul style="list-style-type: none"><li>•[name/company]</li><li>•[name/company]</li></ul>

## What will I target?

Reference Client Targets [Excel Spreadsheet]

[Product/Service]	[Product/Service]	[Product/Service]
<ul style="list-style-type: none"><li>• [company]</li><li>• [company]</li></ul>	<ul style="list-style-type: none"><li>• [company]</li><li>• [company]</li></ul>	<ul style="list-style-type: none"><li>• [company]</li><li>• [company]</li></ul>

## How will I fill my funnel?

### Goals & Objectives

#### Business Development Activities:

- 
- 
- 

#### Professional Development Activities:

- 
- 
- 

## How will I measure my progress?

### Score Card

Reference **Scorecard** [Excel Spreadsheet]

Example:

Objective	Monthly Goal	July				
		Week 1	Week 2	Week 3	Week 4	Total
Business Development						
Professional Development						

## How will I track my opportunities?

Reference **Opportunity Pipeline** [Excel Spreadsheet]

### Identify Stages of Buying Cycle

1. Identification of Needs
2. Establishing Criteria
3. Exploring Solutions
4. Evaluating Options
5. Selection
6. Procurement

### Identify Stages of Sales Cycle

1. Prospecting
2. Qualifying
3. Exploring Needs
4. Recommended Solution
5. Commitment
6. Implementation

### Possible Opportunity Status

1. Active
2. Deferred
3. Removed

### Projected Close Date

- Best guess
- Update weekly

### Identify Possible Next Steps

- Call
- Phone Appointment
- Meet
- Provide Info
- Proposal

## What will I say?

### Prospecting Call Plan:

What is the purpose of the call?

What Advance would you like the client to commit to?

What are you going to say to open the call?

What facts do you need to know to qualify the client or to uncover problems?

What objections do you anticipate? How will you handle them?

How may competition impact this call?

What are some questions you will ask?

**My 30-second commercial:**

**My 60-second commercial:**

## **Initial Call**

*If prospect declines:*

*Example: That's not a problem. I talk with a lot of people, and sometimes the timing just isn't right. A lot of our clients were in a similar situation when I first called and fortunately we were able to get together, just so I could let them know some of the things that were available, in case they were interested in the future.*

*I'd still like to suggest that it may make sense to get together.*