

Business Development & Marketing Planner

Too busy for business development? Worried where the next piece of work will come from? Our 30 minute a day weekly planner will help put you on a potential client's or customer's radar and stimulate a meeting to discuss their needs further. Set aside 30 minutes each day for business development...

Monday	Tuesday	Wednesday	Thursday	Friday (a few weeks later)
Identify a potential client or customer you want to win	Read through your research	Consider how your business could help	Start sending the customer/client items of value which introduce your business and demonstrate your thinking to the key decision-makers	Give the decision-makers a call and see how they've been finding the material. Suggest a meeting.
Research them using the internet, their own publications and their relevant trade press. Sign up to the customers'/client's news feeds	Step back from the research – what issues are they facing?	Think broad and wide about your different capabilities and products	Pick things such as articles, business guides, fact sheets, hints and tips and case studies that have a direct relevance with the issues you identified	If they agree, drop them a line to confirm the meeting and start to plan the session. If they are not ready just yet, ask if they want you to keep in touch.
Set up a Google Alert so you are fed news about them as it happens.	What's on the horizon for them too?	Talk to colleagues if you need to, their help may be invaluable	Schedule in the diary to send one item of value each week for the next three weeks.	See when would be good to call again and ask whether they would be happy to receive more insight from your business in the interim

Still too daunting a prospect? If you need an extra pair of hands to target new customers and clients for your business, we'd love to help – www.extendedthinking.com



Hands-on Marketing Consultancy