



Are Business Development and Relationship Development Tools a Necessity?! (7-13)

Business Development and Relationship Development Tools for Person-to-Person Success Outcomes

- Company Information – flyer, brochure, business card.
- Personal Information – flyer, brochure, business card.
- Person and Organization Interview Form – allows you to take notes during your meetings.
- Demonstration Material – Website, Power Point Sales Presentation, References (company and your own clients as you build your territory).
- Business Development Brochure – your unique selling proposition.
- Contract and Client Forms – client on-boarding next steps.
- Pricing – website, sales presentation, flyer, contract (percentage).
- Services and Products Information – on flyer, contract, website, etc.
- References – clients, partners, staff, and team.
- Company History, Mission Statement, Goals, and Vision.
- Success Stories – case studies.
- Company Video Presentation.
- Audio and Video Testimonials.
- Company Knowledge Papers.
- Client Story Telling (unique testimonials).
- Marketing Content – introduction letter, follow up letter, and relationship building letters and information.
- Webinar and Story Telling Engagement.
- Social Media Strategy – people engagement from social media, real world, and other marketing avenues.
- Follow-up Processes, Systems, and Tools.
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The entire system, process, tools, and team development process is critical to you and your organizations sustainable relationship outcomes.

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