



What are Business Development and Relationship Opportunities?! (7-5) There are Many Opportunities!

Prioritizing your day and your opportunities is important. If you do not prioritize and use some type of planning system to track what you are doing, your workdays will be interruption-driven, and you will not be able to leverage your selling time to maximize your business development and relationship potential.

Some Selling Opportunities

- Find a map and visualize the area you want to develop. Then, create a plan and implement your focus on this area for your sales activities.
- Purchase appointment setting and leads from our partners.
- Present your offering to your solutions targeted to your market.
- Leverage client relationships (existing clients are your best prospects for new products and services).
- Requests for information from potential clients and the business development team. You can use this request as an “invitation” to qualify their needs and concerns and begin collaborating with them to develop a solution that meets their needs.
- Leave out your business cards every place you go. Any person who contacts you develop a relationship with them. Also, follow up with information beneficial to them, like some good news about a client reducing their expenses, improving their business, helping them with a solution to their problem, articles pertinent to their business and interests, case studies, etc.
- Referral sales are usually the easiest sales to close because referred prospects usually grant you a problem-solving role early in the selling relationship.
- Phone book and Google business development and relationship selling (find a phone book or search on Google for the area you live in). Open the yellow pages or Google. Get a blank book of paper and sectionalize one page at a time with the following sections: name of company, phone number, email address, contact person, and notes. Start with section A in the yellow pages of your phone book or Google.
- Utilize the ATS Social Media Folder to engage, connect, and build long-term relationships.
- On a good day, all you must do is show up! In other words, being where you need to be and in the activity of selling on a regular basis will help you sell.
- Develop inactive prospects. Contact them every 2 months with a tip or some valuable information or with a testimonial from one of your clients.
- Hand out or mail brochures, information packets, and/or flyers. Whatever you do, make sure your marketing material is compelling. If it is not, do not give it out.



What Are You Doing for MORE Relationship and Business Development Opportunities Each Day?!

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