

BUSINESS DEVELOPMENT

The opportunities for business development come in many forms, some of which are:

- Website content
- Marketing
- **Requests for Information, Quotations, and Pricing (RFI, RFQ, RFP)**
- Trade associations
- Social media
- Direct ad campaigns
- Networking

Each of the above requires different written forms. While the list is intended for Business to Business (B2B), they also apply to Business to Consumer (B2C)

RFIs, RFQs, and RFPs are bold. They are the most challenging. They are website based which can restrict responses. Therefore specific, direct impactful content needs to be created.

This is one of my specialties. The combination of specific responses to specific questions with financial information where requested is critical.



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