



PARALLEL

PROJECT TRAINING

We're with you all the way.

SELLING AND DOING GOOD BUSINESS

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An Engineers Guide to Business Development



Relative Perspectives

Sales view of Engineering



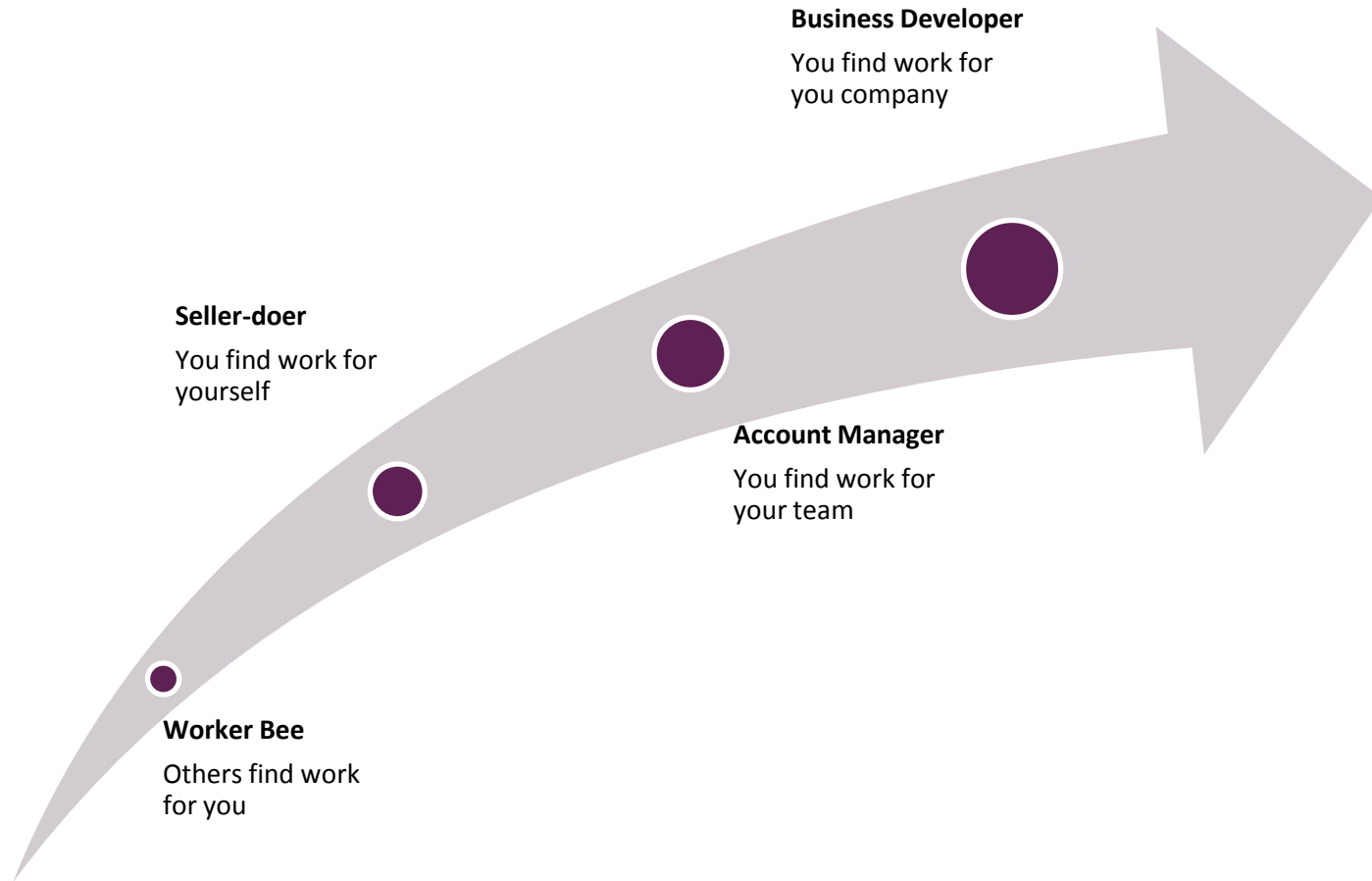
Engineering view of Sales





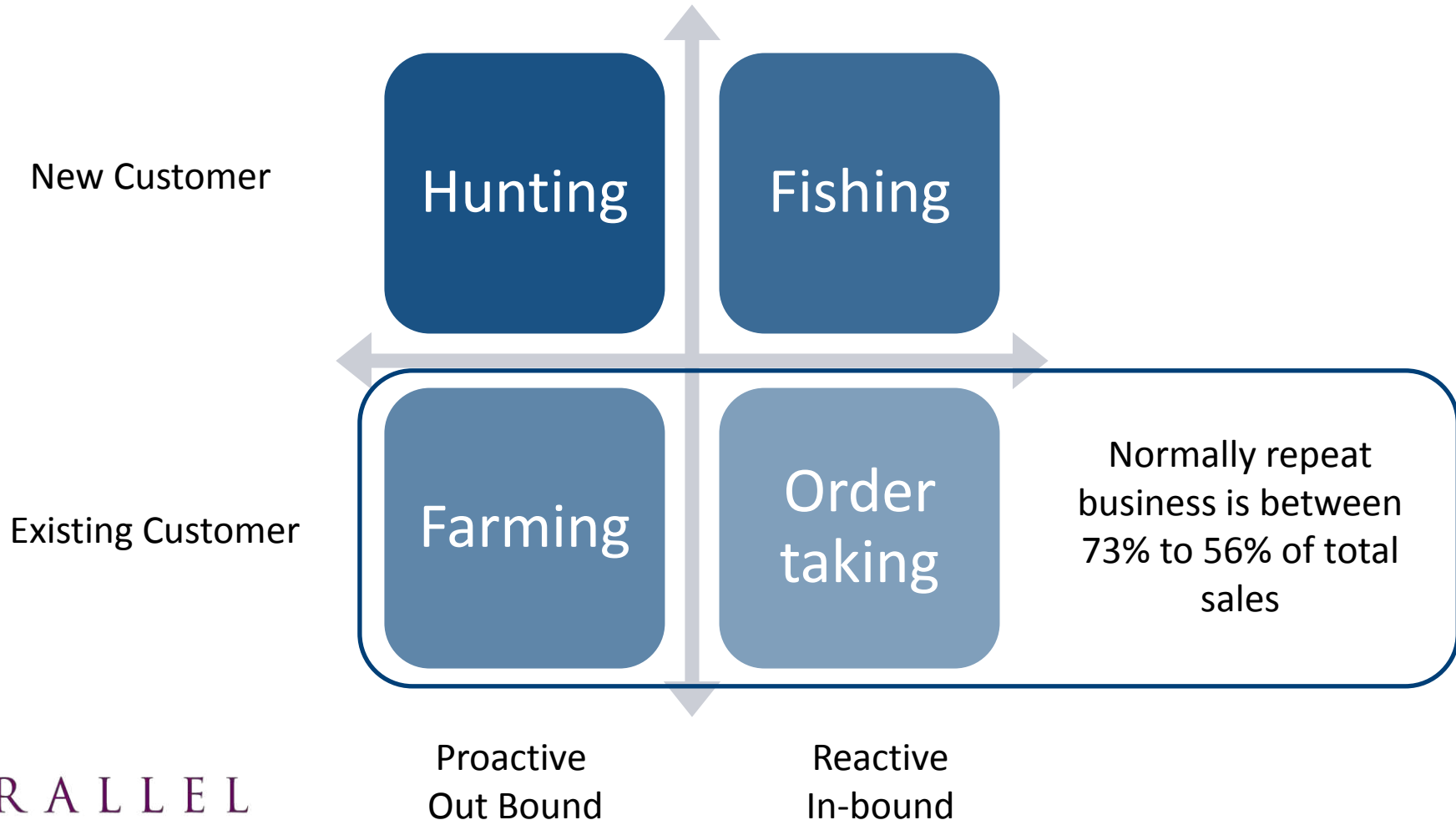
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Journey From Consultant to Business Developer





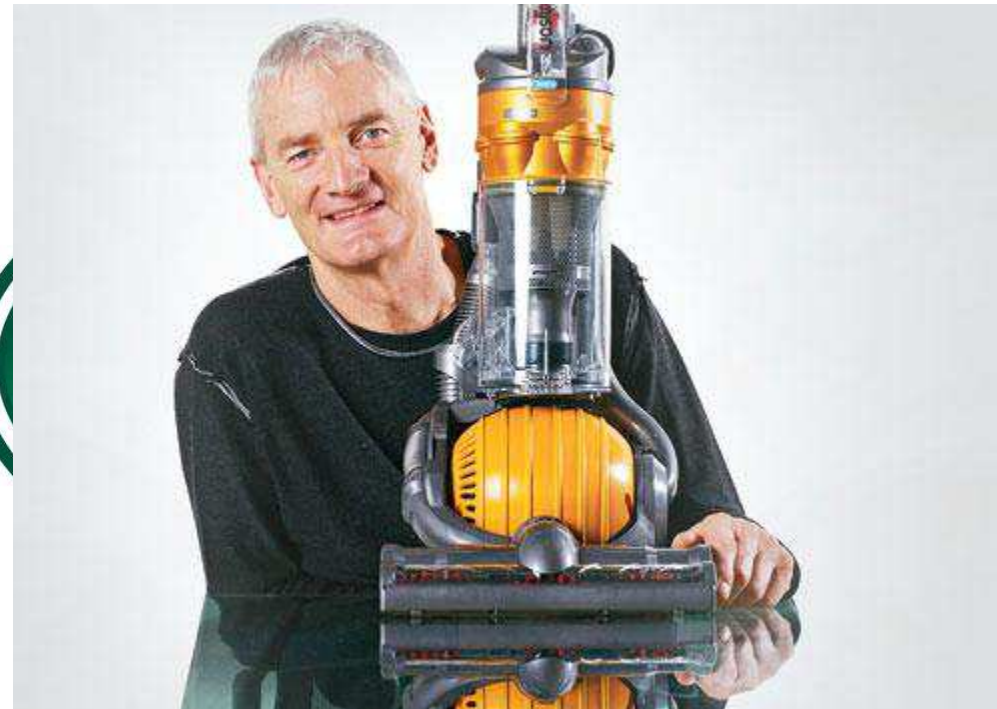
Different Approaches to Business Development





Order Taking

- Very strong brand icon
- Customers flock to your door
- Compelling unique selling proposition
- Marketing driven approach
- Mostly B2C



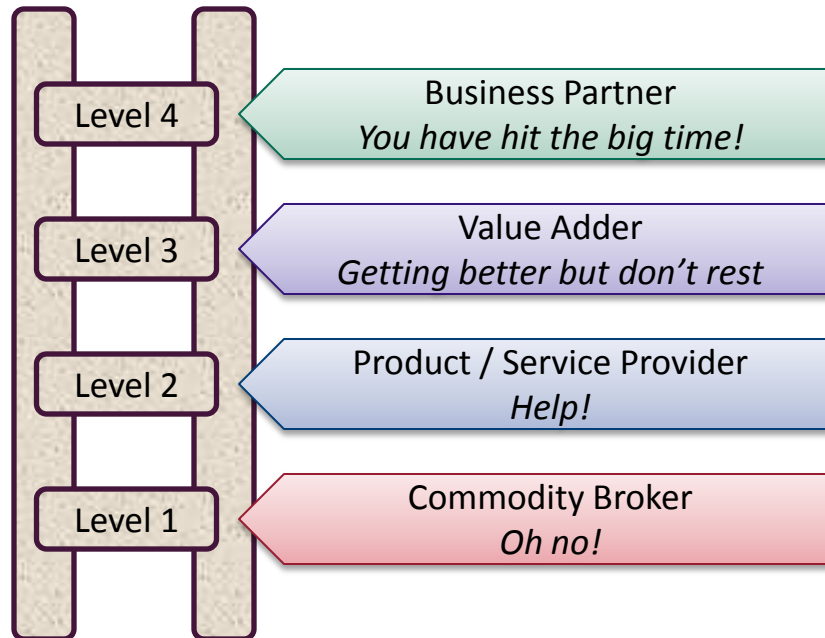


Farming

The Customer Perception Ladder

What level are you at?

Does your customer think you are a:





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Farming

Care for and Cultivate the Account

Customer Perspective

- Show that they are constantly thinking about us
- Be active in bringing us new ideas
- Be highly responsive to our needs and problems
- Show sensitivity in working with our decision making processes.
- Support us with state of the art technology, products and processes.





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Farming

Protect and Grow the Account

Suppliers Perspective

- Have a clearly defined strategy for each key account
- Demonstrate that they have all angles covered with an account management plan
- Identify and manage key decision-makers
- Understand how buying decisions are made
- Use a process to actively manage the account



The aim is to grow the depth and scale of the relationship



Hunting for New Customers

- Generate a list of targets
- Cold calling
 - Work with a pre-qualified list
 - Its a numbers game
- Appointment Generation
- Networking
 - Social networking (linked-in)
 - Personal network

Hard work as it takes 7 to 10 contact before initial contact will result in a sale.

So the targets have to be worth the effort.



Proactive Sales Funnel



Sales Stage	Indicative activity level
Unqualified Prospects	742
Initial Communication	500
First Discussion	46
Develop Solution	27
Present Solution	26
Customer Evaluation	22
Negotiation	20
Verbal Commitment	10
Purchase order	8
Delivery	8
Payment	7



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Tips for Bidding

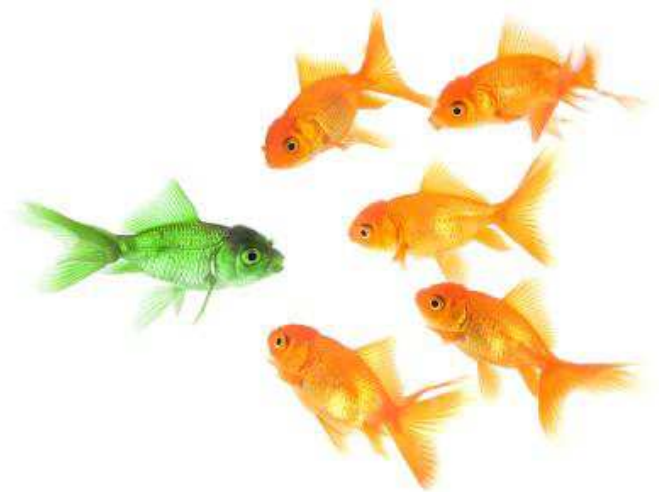
- Read the ITT, three times.
- Understand the customer benefits and order winners.
- Story board your response.
- Understand your own weaknesses and turn them into strengths.
- Understand your competitors strengths and counteract them.
- Allow plenty of time and plan.



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Fishing for leads

- Heavily promote you business and let customers find you
 - ▣ Search Engine Optimisation
 - ▣ e-mail opt-inwhite paper download
 - ▣ Blogging
 - ▣ Events
 - ▣ Publications
 - ▣ PR





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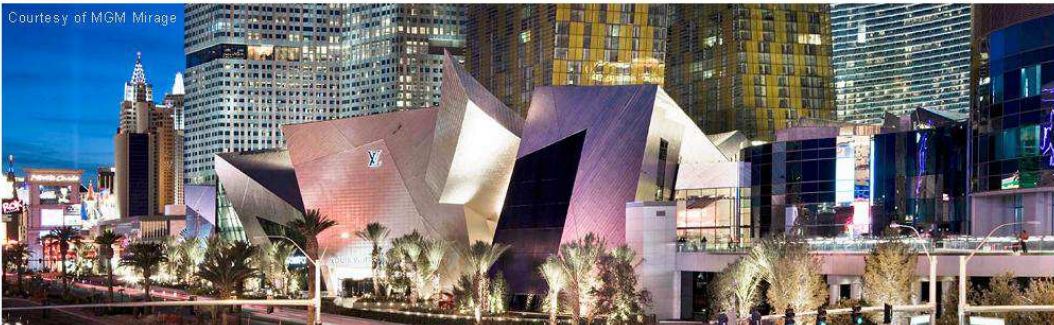
Search Engine Optimisation

58% of purchases start with a search

The screenshot shows a Google search for "project management training". The search bar contains the text "project management training" and shows "About 81,600,000 results (0.32 seconds)". The search results are displayed in a list format. The first result is a sponsored link for "Project Management Course - Training to develop core skills" from hemsleyfraser.co.uk. Other results include "PRINCE2 Certification - 3 Day Found £299 & 2 Day Pract £349" from projstudy.com, "Prinice 2 Courses £299 | SkillSolve.co.uk" from skillsolve.co.uk, and "APMP Project Management Training, Project Management Courses £300" from parallelprojecttraining.com. The search results are filtered for "United Kingdom". The right-hand side of the page shows several ads for project management training courses, including "Prince2 Training Course" from cupe.co.uk, "Project management training" from esi-intl.co.uk, "Project Management Training" from theppmdoctor.com, "Project Management Course" from rwtraining.co.uk, "Chicago Booth in London" from adp.chicagosexec.net, "Boost Project Performance" from som.cranfield.ac.uk, and "Learn Project Management" from learningpeople.co.uk. A red box highlights the APMP Project Management Training result.

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Courtesy of MGM Mirage



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"Our creative energy helps to inspire realities"

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Different Approaches to Business Development

