



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



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The outlook

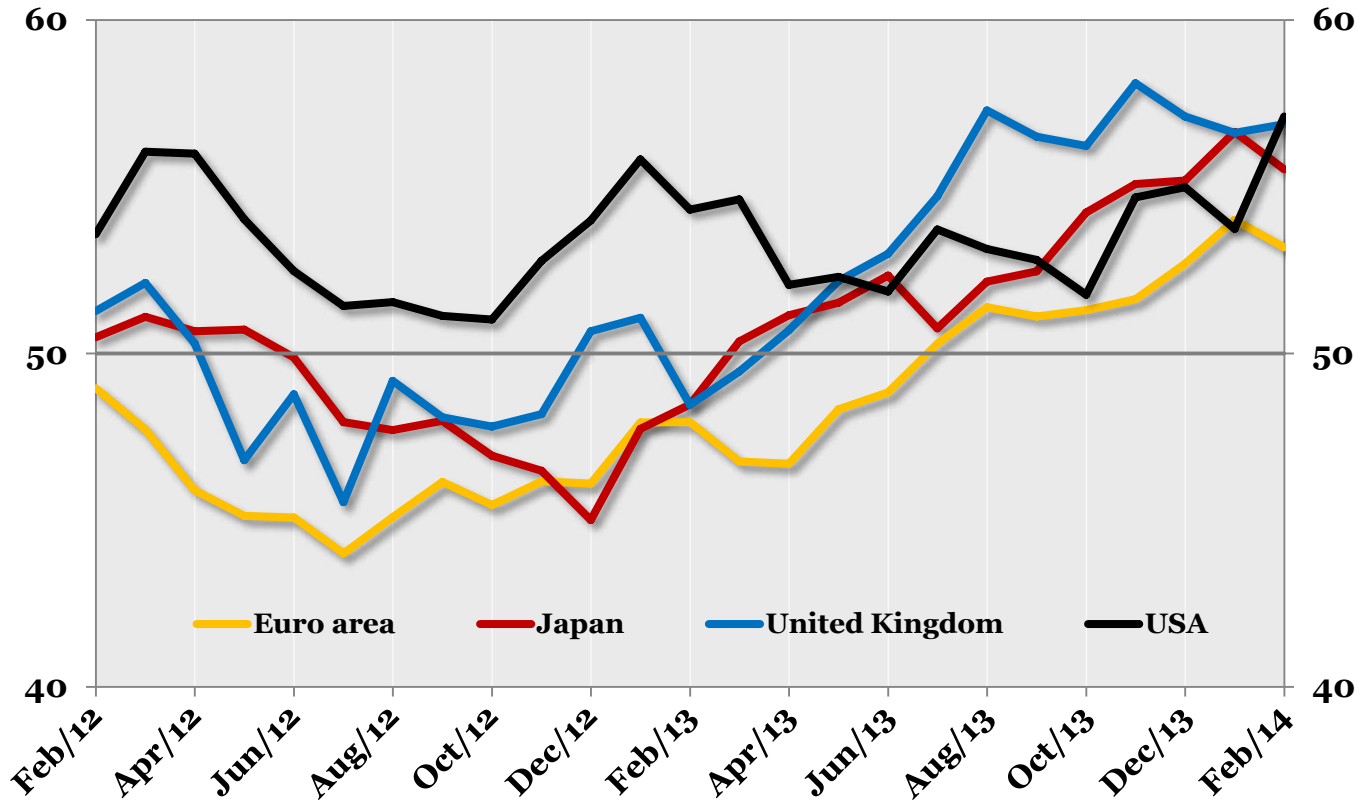
Real GDP growth, in per cent

| | 2013Q3 | 2013Q4 | 2014Q1 | 2014Q2 |
|--------------------------------|--------|--------|--------|--------|
| United States | 4.1 | 2.4 | 1.7 | 3.1 |
| Japan | 0.9 | 0.7 | 4.8 | -2.9 |
| Germany | 1.3 | 1.5 | 3.7 | 2.5 |
| France | -0.2 | 1.2 | 0.7 | 1.0 |
| Italy | -0.1 | 0.5 | 0.7 | 0.1 |
| United Kingdom | 3.4 | 2.9 | 3.3 | 3.3 |
| Canada | 2.7 | 2.9 | 0.5 | 2.4 |
| G7 | 2.8 | 2.0 | 2.2 | 2.0 |
| Euro area 3¹ | 0.5 | 1.2 | 1.9 | 1.4 |

1. Weighted average of Germany, France and Italy.



Confidence is Increasing





Positive Economic Outlook

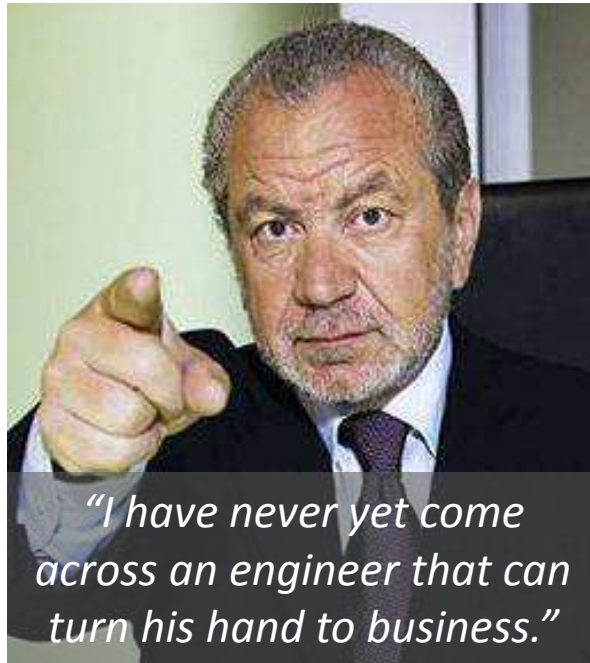
Overall, most signs point to a continued underlying strengthening of the pace of growth in the major advanced economies, helped by accommodative monetary policy and reduced fiscal drag.

Among major emerging market economies the picture is more mixed, with some countries continuing to grow strongly while others.



Relative Perspectives

Sales view of Engineering

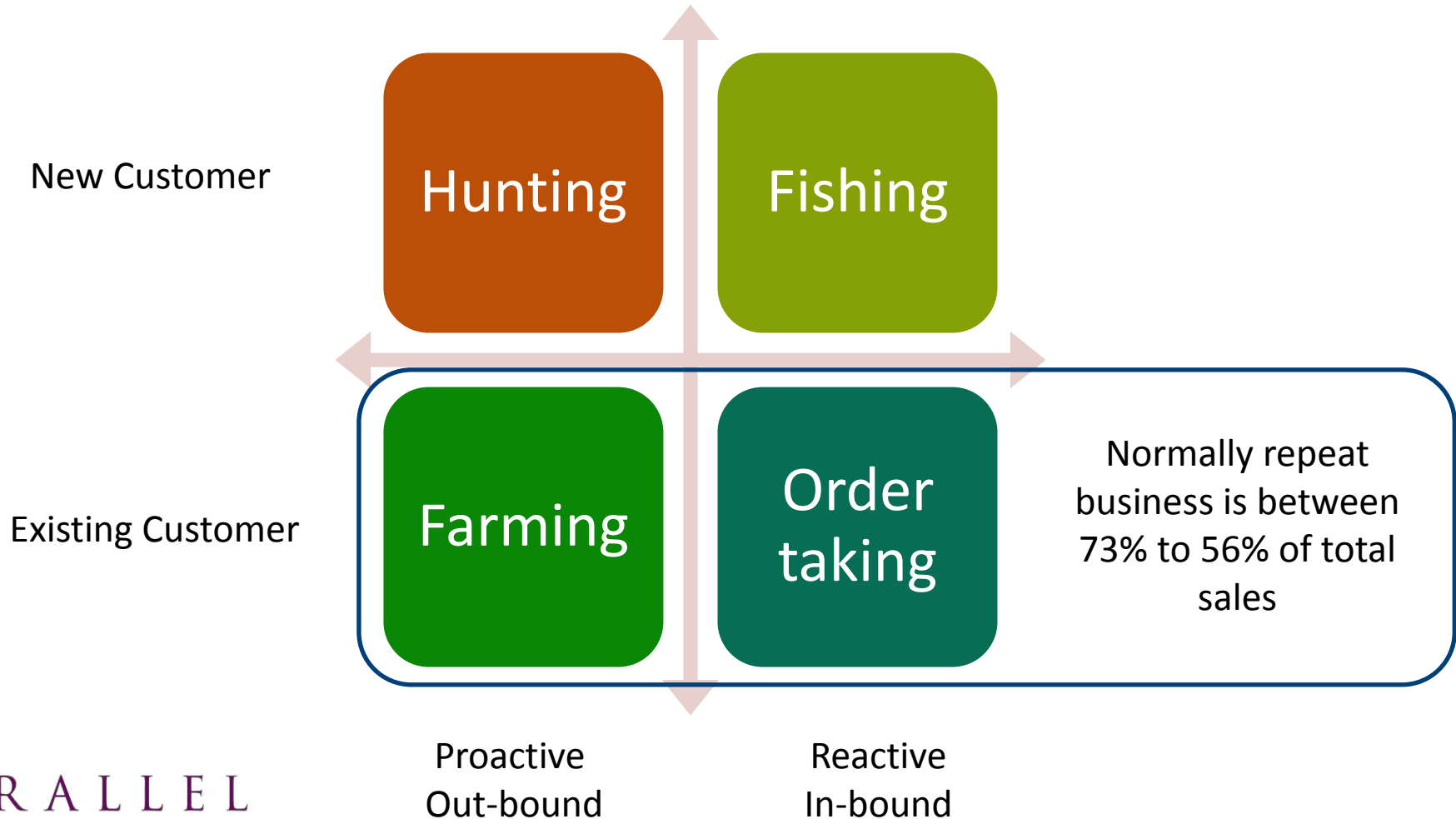


Engineering view of Sales





Different Approaches to Business Development





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Order Taking

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



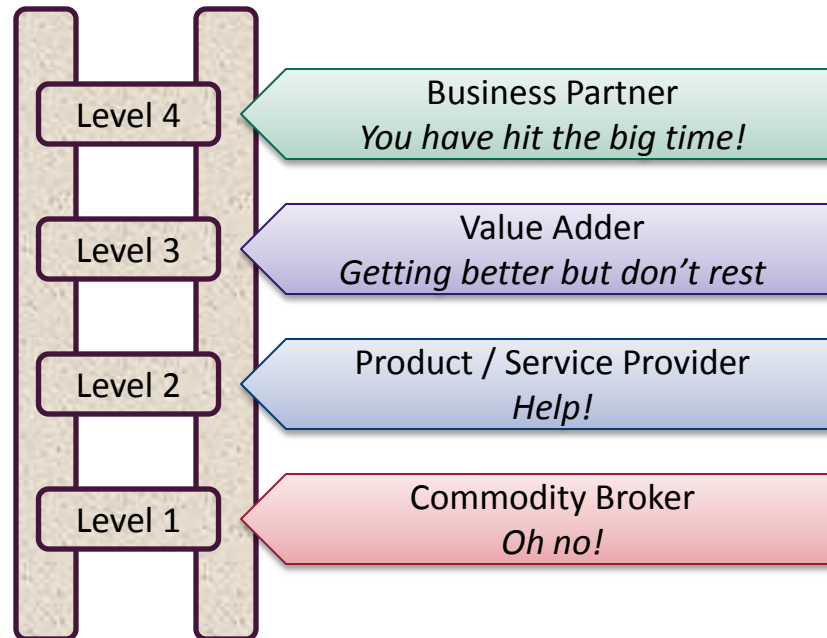


Farming

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





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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

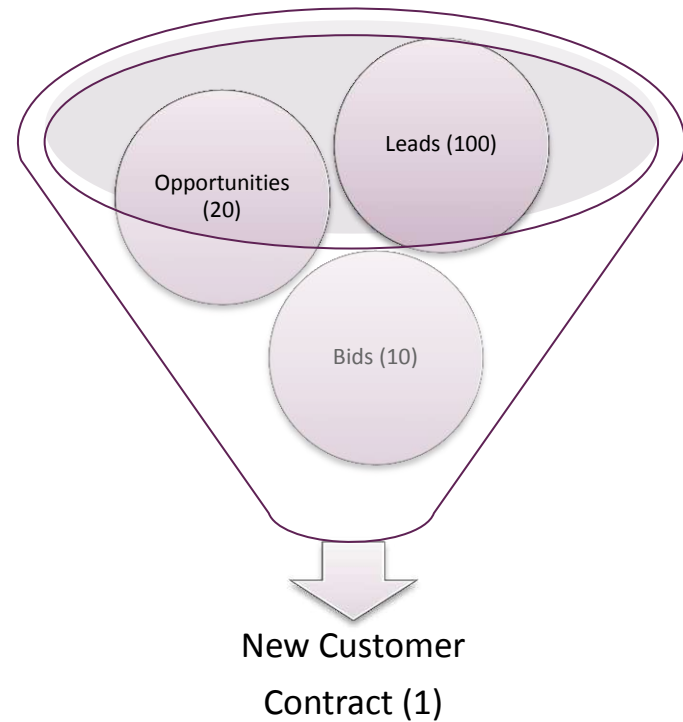
Hard work as it takes 7 to 10 contact before initial contact will result in a sale.

So the targets have to be worth the effort.



Proactive Sales Funnel

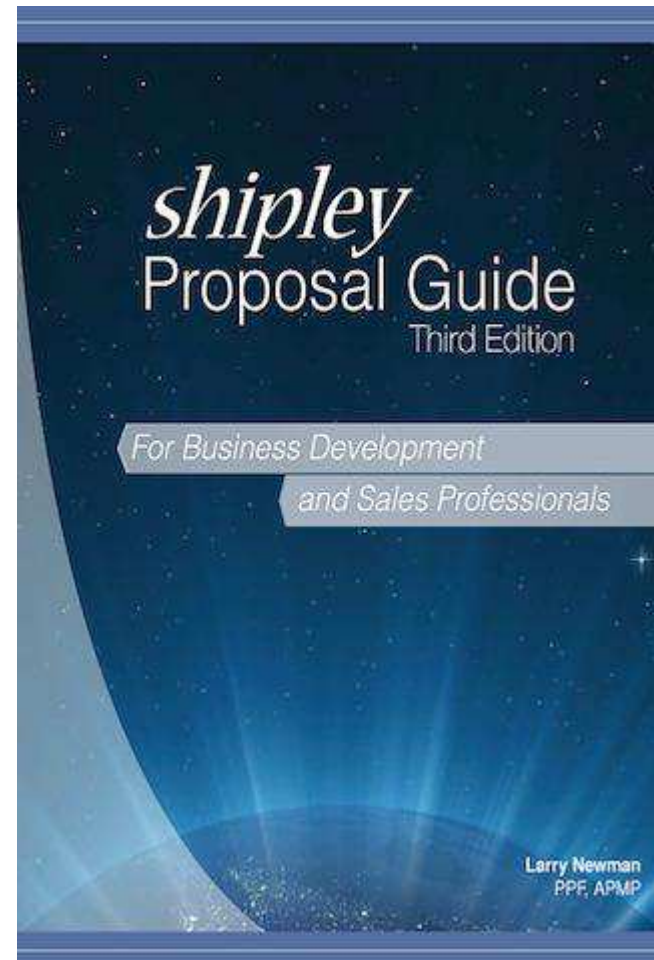
- ❑ New customers are very expensive to acquire
- ❑ The attrition rate can be very high
- ❑ It takes time to establish the relationship and trust
- ❑ Most bids are decided before the proposals go in
- ❑ However new customers support a healthy business





Tips for Bidding

- 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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Capture Plan

Customer Analysis

- What is the opportunity?
- What is the scope?
- What is the level of authority?
- What does the customer think is important?
- Form of contract and legal review?
- What are the risks?

Competitor Analysis

- Strengths?
- Weaknesses?

Capture Strategy

- What do we know about this customer?
- Partners?
- What are the order winning factors?

Capture Actions

- Customer engagement
- Meetings
- Site tour
- Proof of concept

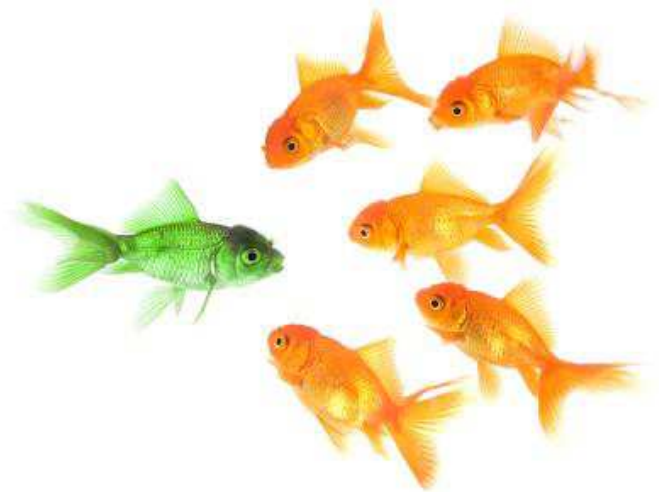


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Fishing for leads

Heavily promote your business and let customers find you

- ▣ Conferences
- ▣ Awards
- ▣ e-mail opt-in white paper download
- ▣ Blogging
- ▣ Publications
- ▣ PR
- ▣ Search Engine Optimisation





Different Approaches to Business Development

