

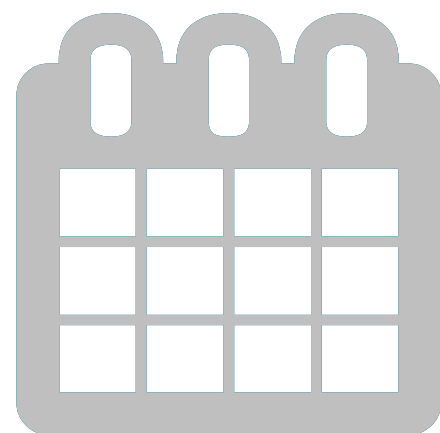
Workshop 1 - Activating Business Development in Times of Uncertainty

Lex Mundi Institute – Cross Border Program
August 24, 2020

Workshop Objectives

1. Understanding the DNA of business development and how to connect emotionally and rationally with clients during a crisis;
2. Leveraging relationship building and communication tactics that produce client courage, confidence, and trust, and;
3. Developing a game plan that leverages sales innovation as a client's co-designer, collaborator and confidant that will anticipate and accelerate new BD opportunities in the future.



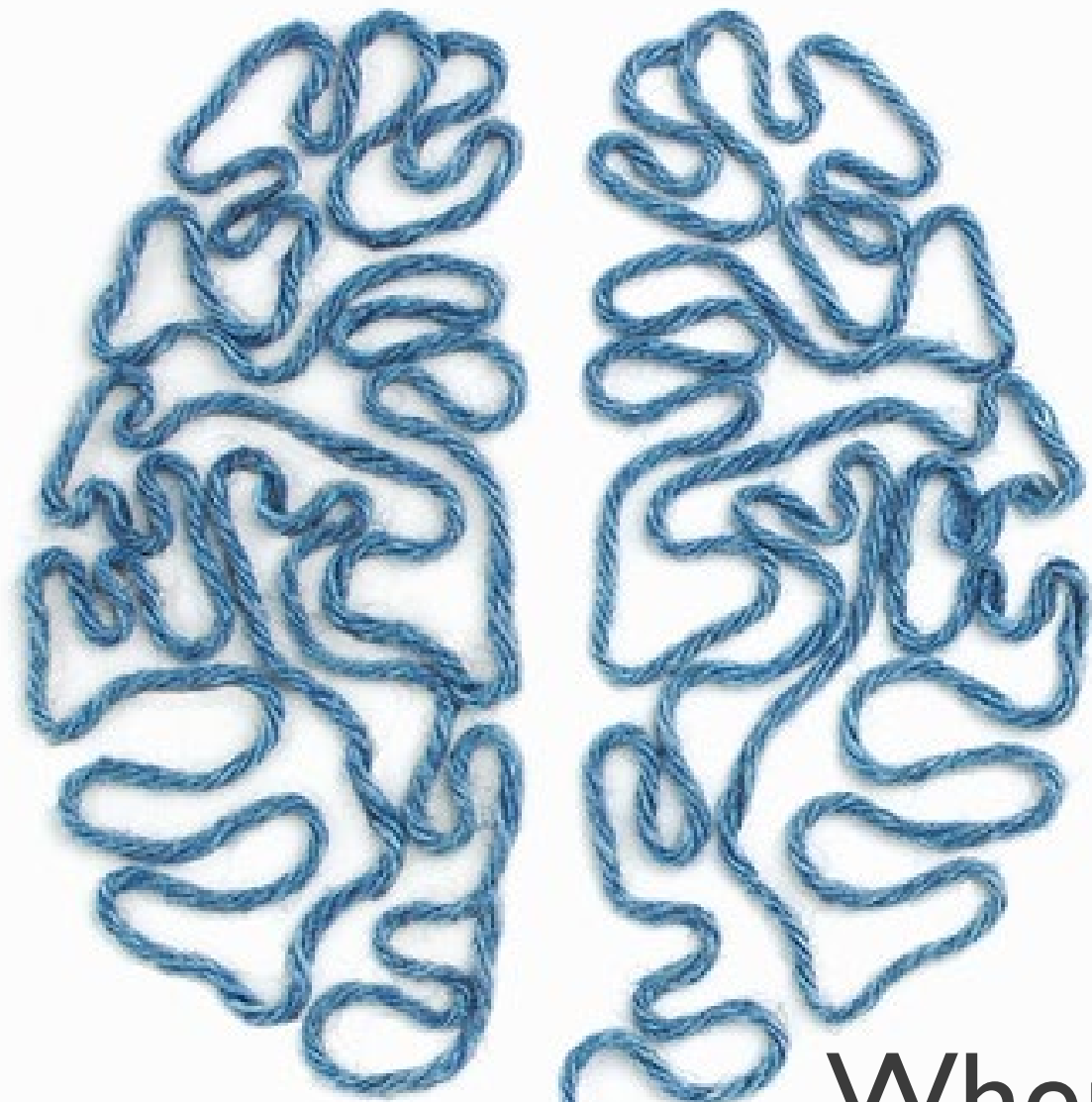


Workshop 1

- The Human Condition in Distress
- Selling as an Act of Service
- Business Development Fundamentals
- Confident Communication
- Game Plan for Next Steps

The Human Condition in Distress

Where Distress Lives



Where Wisdom Lives



Human Fear Factors Inform Action (or Inaction)



Two GAMES for Engaging

PLAYING TO WIN

Playing full out

Taking risks

Creating and building

Openness

Abundance

Living into the future

Joy of the game

Going as far as you can

PLAYING NOT TO LOSE

Playing it safe

CYA

Protecting

Defensiveness

Scarcity

Living from the past

Fear of the game

Holding onto what you have



Selling as an Act of Service

When Selling is an Act of Service



Authentic relationships are at the heart of successful business development.

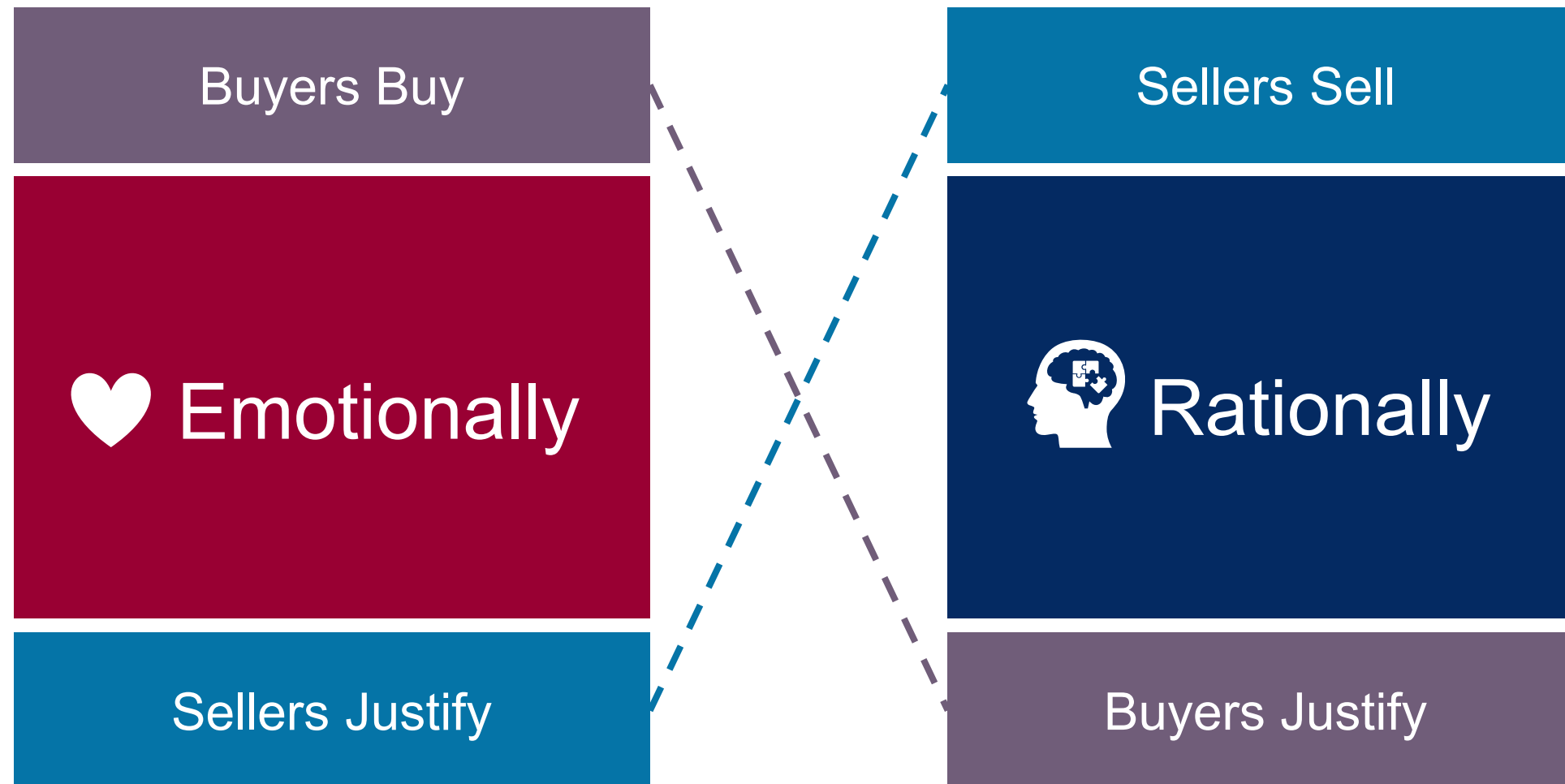


Selling becomes an act of service when you suspend self-interest and **solve the problems that should be solved.**



Success will be determined as much by **how you execute** as by what you do tactically.

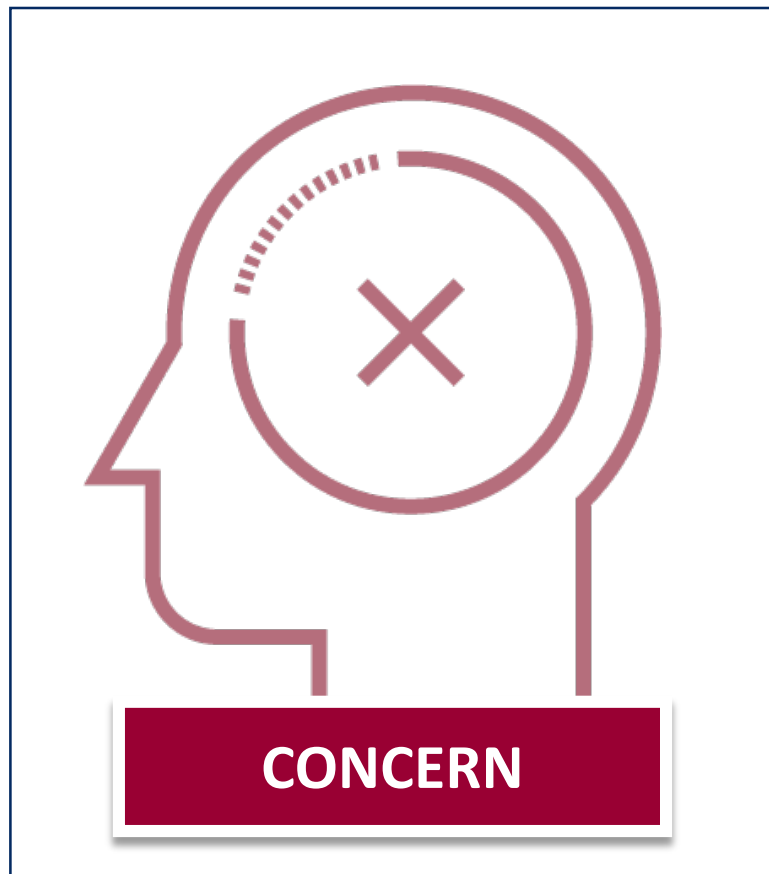
The Buying / Selling Paradox



Buying Triggers: The Four C's – Known and Unknown Concerns

Does the Buyer have a Concern?

Known Concern



Unknown Concern, Problem or Opportunity



The Stages of a Business Development Pursuit

Meet Prospect

Meet a contact within your target market and find the “IN” that establishes affinity or interest in another conversation and building an ongoing relationship

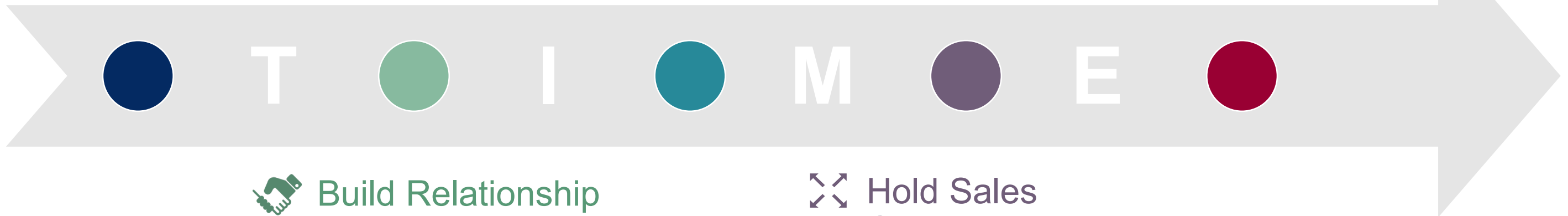
Identify a Transition

Discover or create a triggering event that aids in identifying a legitimate legal need or potential hiring opportunity

Close the Deal

Close business when you satisfy the Six Qualifiers:

- | | |
|-------------|-----------------|
| 1. Problem | 4. Access |
| 2. Solution | 5. Expectations |
| 3. Urgency | 6. Budget |



Build Relationship

Build and nurture the relationship with authenticity and provide solutions to problems that should be solved

Hold Sales Conversations

Execute a sales process that may include introductions, content, pitches, solution planning and proposals

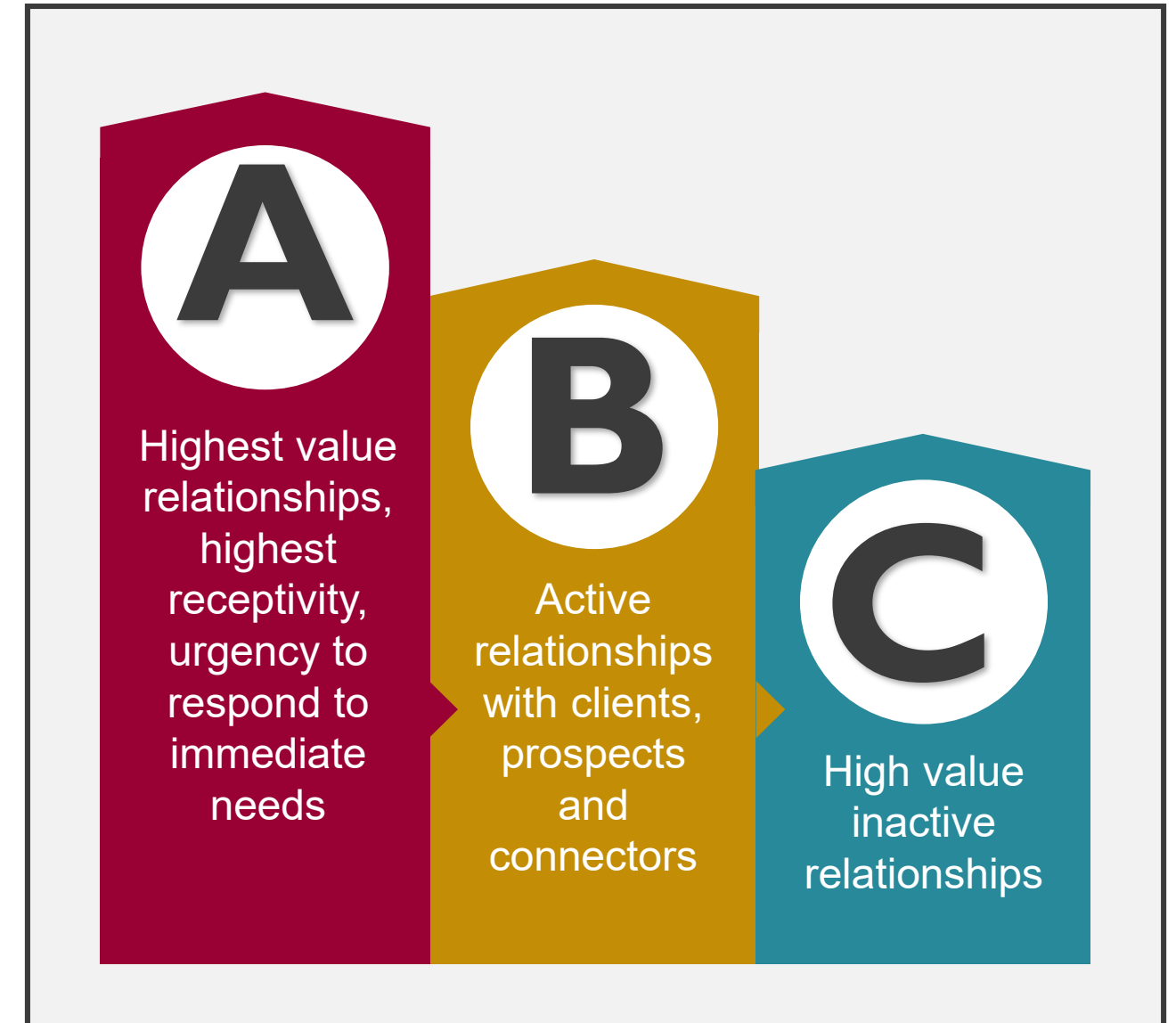
Business Development Fundamentals

Target Market & ABC Priorities

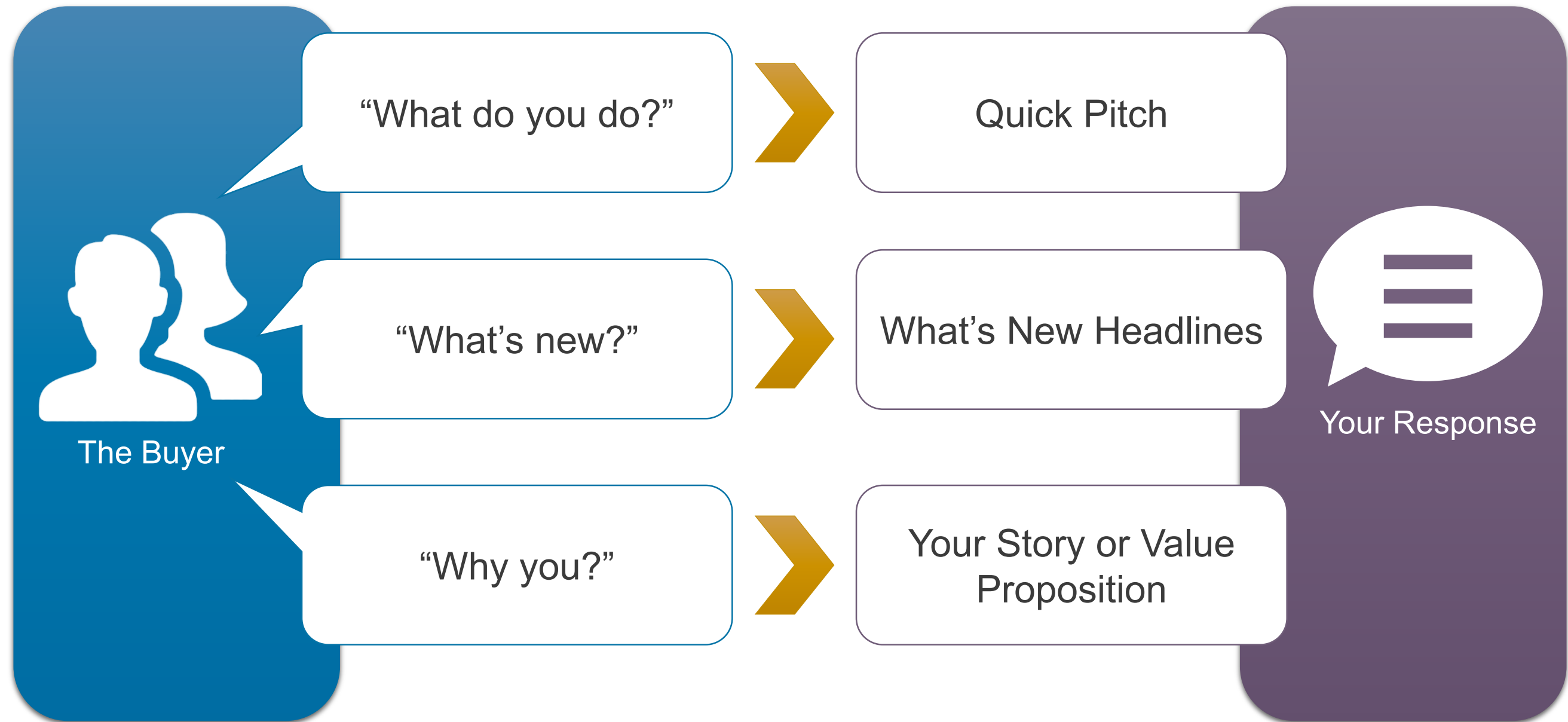
Choose Your Target Market(s)



Prioritize Effort and Time with Your Top 20 List

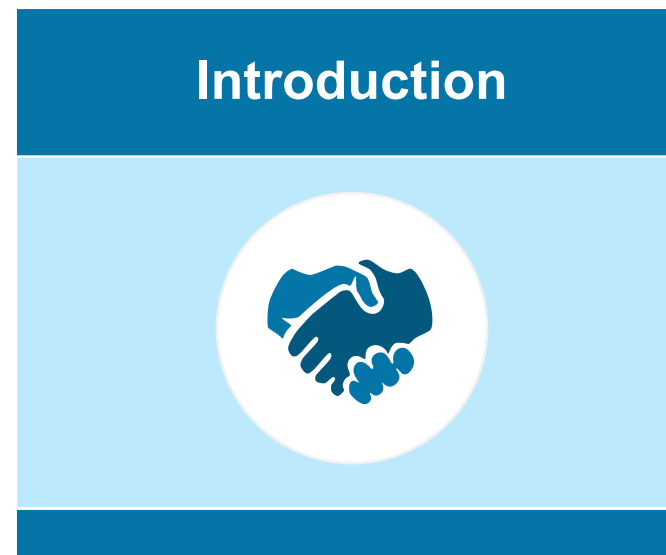
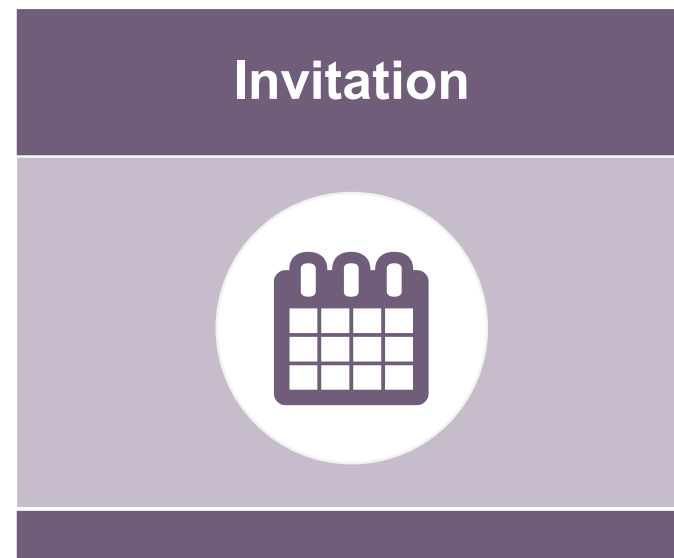


Message Readiness



Authentic Reasons to Connect

There are **Three INs** that give you an Authentic Reason to connect.



Relationship Building Channels



Alliances & Collaboration

- Intentional Wisdom Sharing
- Gather Triggers & Targets
- Add INs to the Inventory

Networking & Groups

- Reimagine Virtual “Events”
- Develop Virtual Community/Cohorts
- Generate Loyalty through Giving Gestures



Content & Profile Raising

- Curate or produce thought leadership
- Leverage opinion seeking/PR
- Activate media – video, call, email, text, videotext, social, photos, graphics







Human Connection

Confident Communication

3 As Framework: Empathetic, High Value Communication



Prepare for Conversations: **The Core Four**

ONE 	TWO 	THREE 	FOUR 
Objectives	Key Messages	Discovery Questions	Definitive Next Steps
Be Present	Gratitude for relationship	How are you feeling?	Invitations
Be Empathetic	Genuine desire to help	How are you being impacted most?	Introductions
Be in Service	Personal and professional headlines	What are you trying to achieve/do you need?	Insights

Making the “Ask” by **Dreaming Out Loud**



Game Plan for Next Steps

Game Plan for Workshop 1 Next Steps

- ❑ Identify Your Target Market(s) & Top 20 List to Prioritize Contacts
- ❑ Ensure Your Message Readiness
 - Quick Pitch
 - What's New
 - Your Story
- ❑ Build Your Inventory of INs
- ❑ Identify Your Best Relationship Building Channels
 - Alliances & Collaboration
 - Networking & Groups
 - Content & Profile Raising
- ❑ Prioritize Your Proactive Communication Reach-Outs
 - 3 As Framework
 - The Core Four for Preparation
 - Dream Out Loud
- ❑ Share Your Success Stories with Others



Thank You!

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