

7 Best Practices to Boost BD Tech Adoption in 2023



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Business development is typically an afterthought for seller-doers, and any platform that enables it will have to compete with technologies that enable client service. Follow these seven best practices to boost your BD tech adoption in 2023:



User Selection

Put the software in the hands of those who are motivated to develop new business.



Accountability

To sustain software adoption you will need to continually remind certain users to use it, enlist firm leaders to hold users accountable, and even bring in coaches or trainers to provide encouragement and teach best practices.



Leader Champions

Encourage group leaders and partners to model software usage, set adoption expectations by sharing usage reports with leaders and partners, and frequently communicate leadership expectations to your user group.



Regular User Feedback Loops

Once you get users engaged, you must keep them engaged long-term. Keep asking why power users use the software and why dormant users don't and adapt based on their responses.



Integrations

Integrate new software with existing platforms to create seamless workflows and integrate it into regular industry group meetings and business development coaching meetings.



Clear Expectations

There will always be a smaller base of power users, a group of intermittent users, and a faction of dormant users. Jumpstart software adoption by initially distributing licenses to those you know will use it and leverage their success to motivate others.



Long-term View

Realize engagement levels will never be perfect. Judge adoption success over the long-term, acknowledging trends in higher and lower usage are inevitable.