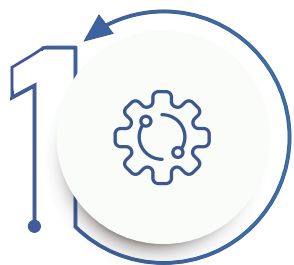


6-STEP GUIDE TO SUCCESSFUL BUSINESS DEVELOPMENT IN 2022

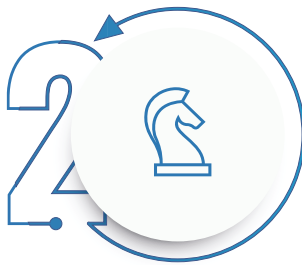
Every relationship is unique, but the process of developing relationships follows a few fundamental principles. Ensure business development success in 2022 by following this simple, 6-step guide:



SET SMART GOALS

Effective goals are SMART: specific, measurable, attainable, relevant, and time-bound. "Bring in more business and grow client relationships" won't do.

"Secure 5 new clients by the end of 2022 with a total value of \$300K" will put you on a clear path to achieving the goal.



USE STRENGTHS-BASED STRATEGIES

Play to your business development strengths.

Are you a **Relationship Builder**?

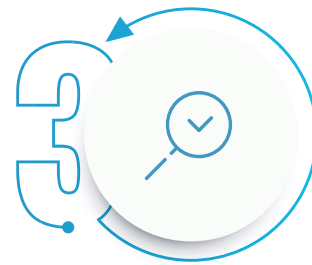
Attend conferences, arrange lunches, and join professional groups.

Expert Advisor?

Develop articles, present webinars, and speak at conferences.

Service Maven?

Research relevant issues and find ways to address them for your clients.



CREATE RELEVANT MESSAGING

It's critical to know what to say when talking about doing business with you and your firm.

Carve out a niche, identify a market, and then stand out from the generalists by delivering a memorable, differentiating message that articulates what you're selling.

PIPELINEPLUS includes e-learning tutorials on how to set SMART goals, worksheets to capture your SMART goals, and a relationship pipeline tool to ensure smart execution of those goals.

PIPELINEPLUS delivers assessment tools for a quick and easy analysis of your best leverage points.

PIPELINEPLUS provides a training module that walks you through a detailed process for honing your messaging, so you always know what to say in a compelling and memorable way.

6-STEP GUIDE TO SUCCESSFUL BUSINESS DEVELOPMENT IN 2022



TARGET A SHORTLIST

Data proves the perfect shortlist of contacts to focus on at any given time is between 9 and 35, and monthly contact is the sweet spot. Be sure to remember not every interaction should be about selling. Provide value before asking for business.



NETWORK

Now it's time to network. Before deciding how, consider your personality type. Extroverts thrive at conferences and group dinners. Introverts fare best with one-on-one interactions. Ambiverts must choose opportunities that suit how they feel on any given day.



PITCH

You earned the opportunity to pitch, but don't jump directly to the close. Establish rapport, then communicate you understand the prospect's problem, outline a solution, address any objections, and then ask for the business.

PIPELINEPLUS delivers a radically simple, intuitive relationship targeting tool that integrates with CRM and your calendar.

PIPELINEPLUS guides you toward authentic, comfortable, conversational business development. **PIPELINEPLUS** AI-driven recommendations help you make your next step with your target.

A detailed walk-through of all six steps can be found in our white paper: *A Systematic Approach to Business Development*

[Download Now](#)

Now that you have the six steps down, continuously rinse and repeat with prospects and clients. There will always be more problems you and your firm can solve. To ensure success, establish accountability measures and continually hone your process based on your experiences.

RINSE AND REPEAT

