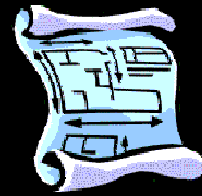


Networking & Business Development Workshop

Essex Chambers of Commerce
"opening doors for business"

11th July 2006

By
Damian Culhane



- ✓ Business Development – 20 years
- ✓ Greater satisfaction & fulfilment
- ✓ Improve sales results
- ✓ UK's leading professionally qualified Sales Coach
- ✓ Values: Contribution to others

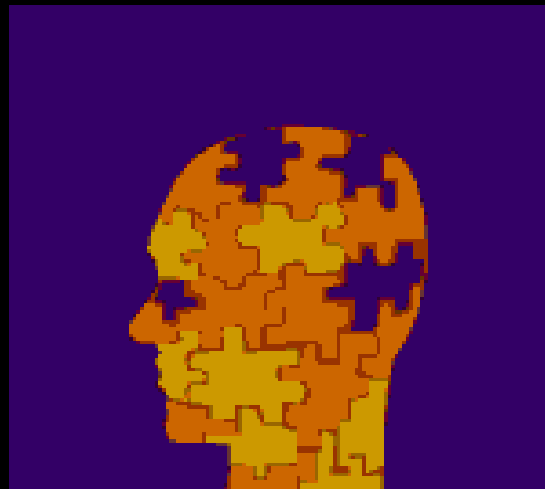
Networking & Business Development Workshop

Outcome of today:

- ✓ Improving Business Development
- ✓ Reasons for Business Development
- ✓ Best Practice
- ✓ Top Five Sales Tips
- ✓ Networking Tools
- ✓ Summary / Action Plans / Feedback

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Working in Three's



What methods of business development do you find most effective?

Marketing cycle



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A.I.D.A

What should your sales letter or e-mail contain?

- Attention ~ will your reader want to read on?
- Interest ~ make the content relevant to the reader
- Desire ~ make the message potentially beneficial
- Action ~ tell the client what will happen next

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Sales Process

What are the stages of the sales process?

- Identify your target customers
- Identify customers needs
- Mail/e-mail broadcast
- Convert replies into meetings
- Presentation/proposal
- Negotiate the deal/contract ~ win-win
- Following up & confirming ~ ask for referrals



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U.S.P. ~ F.A.B. ~ U.P.B.



What are the benefits from a buyers perspective?

- **U.S.P. = Unique Selling Point (sellers perspective)**

"Our product has a money back guarantee..."

- **F.A.B. = Feature, Advantage and Benefit (sellers perspective)**

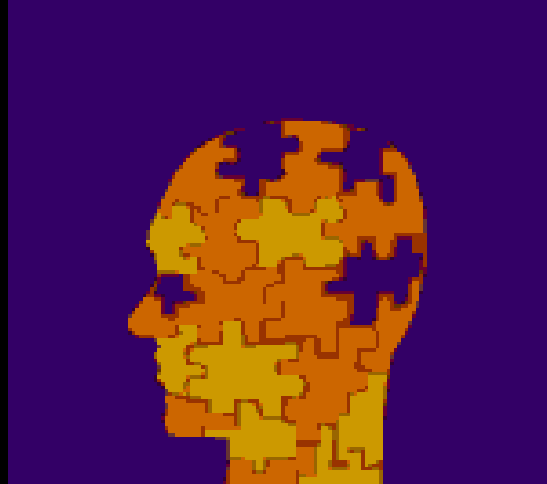
"Our product has a money back guarantee, none of our competitors provide this - which means that we stand by the quality of our product...!"

- **U.P.B. = Unique Perceived Benefit (buyers perspective)**

"To reassure you of the quality of the products provided, and to give you peace of mind that you have made the right decision to buy our products, we offer a unique money back guarantee that is unrivalled by our competitors"

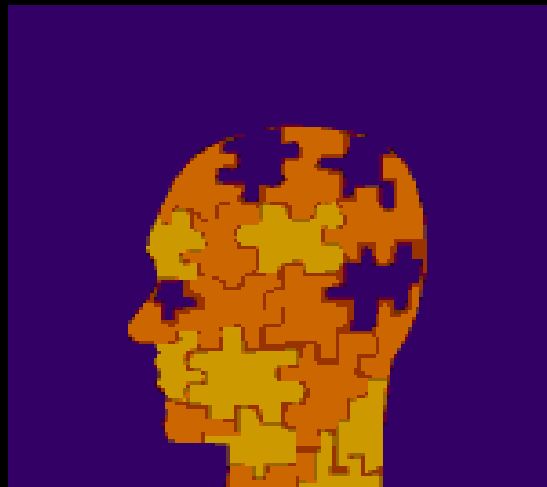
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Working on your own...



What is a Unique Perceived Benefit for your business?

Group Discussion



Who will benefit when you double your business in 2007?

Accountants

Bank

Non-Executive Directors

Landlord

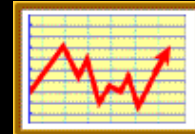
Stakeholders

Suppliers

Recruitment Company

Printers

“We’re planning to grow our business in the next few months and use more of your services. To help us achieve an increase in business we are working more closely with a number of chosen partners – would you be willing to help us?”



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Reasons for Business Development



- Financial success
- Achieve business aspirations
- Business continuity
- Personal satisfaction
- Invest in future of company
- Growth
- Stay ahead of competition

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Business Development – Best Practice

What is best practice in Business Development?

- Have a marketing/business/sales plan
- Invest time in networking, direct marketing (e-mails etc.)
- Understand the sales process and where you are in it...
- Make cold calls – warm them up first
- Ask for referrals – even when you get a ‘no’ from a buyer
- AIDA – attention, interest, desire, action
- Develop your UPB – unique perceived benefit
- Plan your growth
- Use the sales funnel. Quality in = quality out....



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Top Five Great Sales Tips

Giving presentations
Referrals
Events/Networking
Attract visitors to your website
The power of the press



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Networking Tools

Relationship Build

Open Questions

Cards

Keep a record of where you met

Unique Perceived Benefit

Pitch

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60 second 'pitch'...

Karen Knowler

The Raw Food Coach

www.businessuncovered.com

What will you say in your 60 second elevator pitch?
www.therawfoodcoach.com

Clients include:



Summary/Actions/Feedback

What are the top 3 things you will do differently?

What will you need to action from today to make a difference?

What will happen if you neglect business development?

What are the benefits of getting business development right?



Thank you...

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A decorative border at the top of the quote section consists of several overlapping thought bubbles in red, blue, green, and yellow. The quote itself is in a bold, black, sans-serif font. Below the quote, the name and dates of Booker T. Washington are provided in a smaller, grey, sans-serif font.

“I have learned that success is to be measured not so much by the position that one has reached in life as by the obstacles overcome while trying to succeed.”

(Booker T Washington, 1856-1915, American Educator and African-American spokesman.)