

Is your business development process well-defined or is your firm being overshadowed by the competition?

Our Business Development consulting services begin with an in-depth analysis of your firm's approach to prospecting including all aspects of your firm's tools and processes:

- Lead Generation Process
- Messaging Consistency
- Market Positioning
- Organizational Structure
- BD Team Skills
- Compensation Model
- CRM Software
- Collateral
- Website
- Social Media
- Proposals
- Presentations

We take a hard look at your numbers – prospects, proposals, close ratios ROI – to identify business development gaps and opportunities. Personal interviews with senior management, marketing, and your business development team serve to further identify strengths, as well as bottlenecks and areas for improvement. We compare the feedback with the formal organizational structure and process to determine where actions stray from intention.

A detailed report includes specific recommendations for improving your firm's business development process. The report is all encompassing, addressing process, structure, team skills, position descriptions, compensation, workflow, positioning, messaging, tools, tracking and metrics.

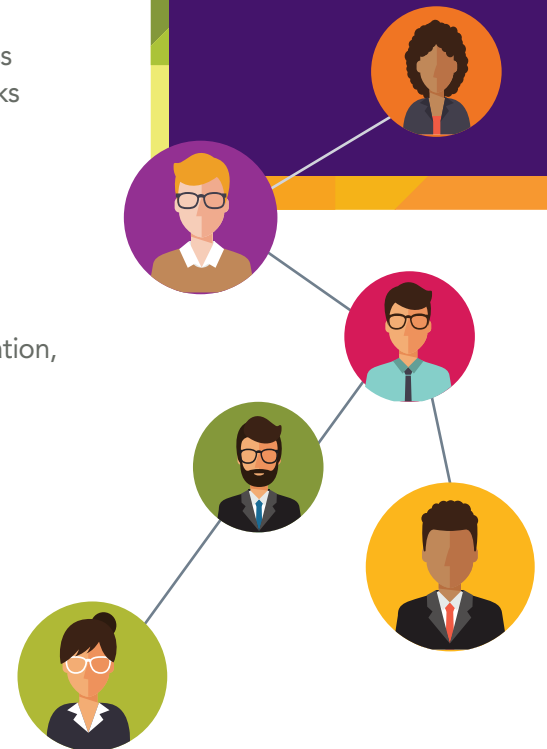
Isn't it time your firm's business development achieved a greater return on marketing investment?

The Bottom Line: A solid process leads to solid results.

Not sure where to start? We also provide coaching to get you on the right track. Call us today.

Our Business Development Process Improvement services are designed to help your firm grow.

To create a business development process that achieves results, contact Christine Hollinden, CPSM at christine@hollinden.com or 713.520.5532.



Contact us today!

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