

KEY ELEMENT PACKAGE BUSINESS DEVELOPMENT STRUCTURE



What is Business Development Structure?

The Business Development Structure engagement facilitates critical thinking and produces common language for the revenue-generating functions of the organization. Key principles for effective Marketing, Sales, and Customer Service are infused into the organization to create repeatable, scalable methods that fuel consistent revenue generation.

WHAT DOES THE PROCESS LOOK LIKE?

A Business Development Structure engagement is facilitated by a Certified Organizational ReWilding Adviser and consists of 5-6 meetings with the Leadership and Management Team members involved in Marketing, Sales, and Customer Service. Throughout the engagement, video content is used to communicate key principles to participants. Meetings put the principles into practice, as the client's team works to develop clear delineation between Marketing, Sales and Customer Service and identify specific opportunities to increase revenue. Pre- and Post-Engagement Assessments track the impact of this engagement on the organization.

The discoveries and decisions from the engagement are tracked in a Business Development Strategy Book for ongoing use by the organization.

HOW DOES IT BENEFIT A BUSINESS?

Companies that complete a Business Development Structure engagement routinely experience these benefits:

- A framework for critically thinking about Business Development
- Greater structure, clarity, and focus in Business Development
- A shared language that allows for deeper and more effective conversations
- Clearer distinction between Business Development responsibilities
- Ability to monitor and improve performance of the three primary functions of Business Development
- Identification of tangible initiatives to generate revenue
- Defined segmentation of prospective customers
- A clear plan for Business Development activities for the coming year

Why is having Business Development Structure important?

A business that excels at delivering superior products and services can still fail due to weak Business Development, since it is responsible for bringing in revenue – the lifeblood of every company. Yet this area tends to be the most immature, unstructured department of a company.

This Key Element Package delivers the foundational structures of Business Development. It delivers clear, shared language throughout the department and the company. It instills key driving principles for each area of Business Development – Marketing, Sales, and Customer Service.



Word of mouth alone does not produce a resilient, growing business. To sustain growth, a company must have structures that produce measurable results that can be improved upon. The Business Development Structure engagement will provide your team the structure, clarity, and focus it needs to deliver the results your company needs from the Business Development department.