MARKETING IS NOT A DEPARTMENT

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Business Development is Everyone's Job

- Administrative Staff
- Technical Professionals
- Operations and Management Professionals
- Business Development Professionals

As I see it Stan, you’ve got a choice between a “birdie” or a big geotech job.
Administrative Staff

- Create positive impressions
- Listen first, then ask questions
- Clients would rather talk to a real person
- Review published & project lead info.

“And who may I ask is cold calling?”
Technical Professionals

- Build your list of contacts from project work and keep in touch
- Actively participate in a professional or trade group/attend meetings
- Be the top provider in your market by out-servicing your competitors
Technical Professionals

- Hand deliver proposals and deliverables whenever possible
- Develop “niche” expertise
- Become a mentor
- Ask clients about other service needs
- Improve your communication and presentation skills (Toast Masters, community service etc.)
Operations/Management Professionals

- Lead by example
- Assign client managers
- Hire the right people

“If you want to be a rainmaker like me, you need charm, charisma and the ability to show people that you really care. Why can’t you get that through your thick skull?”
Mentor and encourage your staff to develop a successful business development system and set personal goals.

Develop a plan and have regular business development meetings.

Attend events.

Train your staff to project a positive professional image.
Business Development Professionals

- Spend your time wisely
- Understand the decision maker’s job within their organization
- Warm up the cold call
- Find events to attend

“Perhaps you’d prefer to come back another time, sir.”
Business Development Professionals

- Get the most from project chasing
- Know when to bring in technical support
- Communicate your activities internally
- Cross sell
- Know what differentiates your company

“His not available, but if you’d like to leave your card, I’ll wait until you leave to throw it away.”
Professional Association & Event Attendance

- Have an agenda
- Cruise the room
- Name tag/cards
- Introductions
- Small talk
Professional Association & Event Attendance

- Give to get
- Move on
- Choose where to sit
- Leave positive impression
- Follow up
- Build your network
Your Personal Business Development Plan

- Why do “you” need one?
- MARKETING IS NOT A DEPARTMENT
- Lack of Business Development Professionals
- Seller/Doer Model
- All of us have unique skills/strengths
- Highly technical
- Very social
- Longevity
- Family/community ties
Components of Your Plan

- Focused
- Market Research (withinness)
- Client Maintenance
- Client Prospecting
- Project Pursuit
Market Research (withidness)

- What to review daily/weekly
- National/Local Publications
- ENR
- Fed Biz Ops
- Dodge Reports
- Local Business Journals
Client Maintenance

- Who are my top 20?
- Return calls
- Deliver reports and proposals
- Check in calls
- 1 or 2 lunches per week
- 1 or 2 sports events or charity events per month
- Build relationships
List 5 clients based on your focus and market research

What associations do they attend?

Who do they associate with?

Attend 1 or 2 Associations per month.

Attend 1 or 2 Charity/Service Club etc. events per month

Write or give 1 or 2 paper/presentations per year.

Build Relationships
Based on your focus and market research, what significant project(s) to pursue.

Pick 2 or more to follow and pursue.

Get to the know the players before responding.
Business Development Plan Outline

- What is my focus?
- Who is my BD mentor?
- What will I review and how often?
- Who are my top 20 clients?
- Who are my top 5 potential clients?
- What are the projects I will pursue?
Everyone will not do it the same way. Match it to your skills and interests.

Do something. Anything is better than nothing. Those who succeed are doing something.

Keep your plan simple, be consistent and persistent.

Remember: “MARKETING IS NOT A DEPARTMENT”
Business Development Plan

for _______________________

What is my focus? ____________________________________________________________

Who is my BD Mentor? ________________________________________________________

What information will I review and how often? __________________________________

Who are my top 5 potential clients?

1. __________________________________
2. __________________________________
3. __________________________________
4. __________________________________
5. __________________________________

What are my top 3 potential projects?

1. __________________________________
2. __________________________________
3. __________________________________

What Associations will I attend?

1. __________________________________
2. __________________________________
3. __________________________________

What community service will I be involved in? _________________________________

How many lunches or events will I take a client to per week? ____________________

How will I track and record my contacts? _____________________________________

__________________________________________________________

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