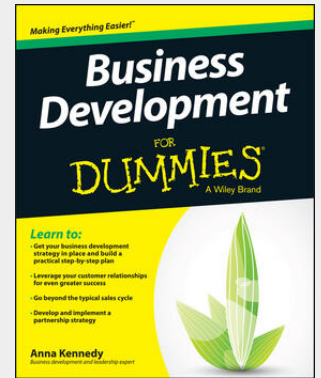


Business Development for Dummies

Growing a small business requires more than just sales. *Business Development For Dummies* helps maximise the growth of small- or medium-sized businesses, with a step-by-step model for business development designed specifically for B2B or B2C service firms. By mapping business development to customer life cycle, this book helps owners and managers ensure a focus on growth through effective customer nurturing and management. It's not just sales! In-depth coverage also includes strategy, marketing, client management, and partnerships/alliances, helping you develop robust business practices that can be used every day. You'll learn how to structure, organise, and execute an effective development plan, with step-by-step expert guidance. Realising that you can't just "hire a sales guy" and expect immediate results is one of the toughest lessons small business CEOs have to learn. Developing a business is about more than just gaining customers - it's about integrating every facet of your business in an overarching strategy that continually works toward growth. *Business Development For Dummies* provides a model, and teaches you what you need to know to make it work for your business. * Learn the core concepts of business development, and how it differs from sales * Build a practical, step-by-step business development strategy * Incorporate marketing, sales, and customer management in general planning * Develop and implement a growth-enhancing partnership strategy Recognising that business development is much more than just sales is the first important step to sustained growth. Development should be daily - not just when business starts to tail off, or you fall into a cycle of growth and regression. Plan for growth, and make it stick - *Business Development For Dummies* shows you how.

Learn to: * Get your business development strategy in place and build a practical step-by-step plan * Leverage your customer relationships for even greater success * Go beyond the typical sales cycle * Develop and implement a partnership strategy Get an expert, authoritative model for growing your business Growing a business isn't just about sales! With this hands-on, accessible guide, you'll discover how mapping business development to the customer lifecycle ensures a focus on growth through customer nurturing and management. Packed with strategies, tips and step-by-step guidance, you'll find everything you need to plan for growth and make it stick. * Break down your business development - take stock of where your business development plans are, identify your weaknesses and learn how to think in terms of goals * Dive into the customer lifecycle - use the customer mindset to power growth and effectively align your business development to the customer lifecycle * Work out your best offer - validate or adjust your market offer for maximum position with marketplace needs, build your business development plan and put your plan into action * Make marketing matter - put your budget to good use with practical tips on creating and executing a marketing strategy that drives sales * Bring it full circle - find best practices to manage, develop, and leverage customer relationships and customer engagement for even greater success Open the book and find: * How to tailor a business development plan specific to your business * Guidance on orchestrating marketing and sales efforts that operate in concert * Strategies and tactics for great selling practices * How to maximize customer value * Why business partnerships are so important * High-level do's and don'ts for every stage of business development



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