



Business Development For Dummies

Anna Kennedy

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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.

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