



## **STRATEGIC BUSINESS DEVELOPMENT PACKAGE:**

### **What Does the Package do?**

- Dramatically Increases Number of Leads
- Develops Rapid System of Converting Leads to Prospects
- Develops Superior Information, Moving Leads - to Pipeline
- Initiates *MarketWatch*® Program for Leads Delivery
- Provides Knowledge that allows firm to maximize leads

### **What is the Program for Increasing Delivery of Leads?**

**Create a Complete checklist of Desired Contacts/Target Goals/ Public and Private Sectors/Market Sectors and Geographic Locations.**

- Resorts/Leisure
- Institutional
- Educational
- Health Care/Senior Living
- Mixed Use; Commercial/Retail
- Residential/Multi Family
- Historic Preservation/Restoration/Adaptive Re-Use
- New Urban/Green Sustainable Buildings/ Communities
- Industrial
- Undefined Other

### **Develop Contact Sources from all Informational Sources and Media: Sources Include:**

Information from: Referrals; Market Intelligence; Local and National News and Media; (Architecture, Development, Medical, Professional, Financial, Trade, Industry,

## **STRATEGIC BUSINESS DEVELOPMENT PACKAGE (cont.):**



Business, State and National, Luxury Market, Multi-Family, Residential, Commercial, Industrial); Industry Insiders; Planning Committees; Five Year Plans; Town/County/Regional Meetings and Minutes; Financial Reports; Press Releases; Websites; Website Monitoring; Regional Impact Reports; Applications/Approvals/Studies; Approvals and Permitting Districts; Industry Related Professionals; Stockholder Informational Reports; County, Governmental, Higher Education; County, State and Local Bid and RFP Notices, Business and Trade Sources; Seminars, Conventions, Town Meetings and Roundtables.

### **Initiate ©MarketWatch system for Qualified leads**

Deliver Qualified Leads and reports 2-3 times monthly, complete with names, addresses and contact information.

### **What do Leads Include?**

- Projects Planned
- Projects Initiated
- State/County Project News by Industry Sector
- Critical and Relevant Project and Industry News
- Companies/People of Interest
- Companies/People to Contact
- Awards
- Speaking Engagements/Conventions (for participation)
- Follow Up/Contact opportunities

### **Provide Knowledge to firm to maximize and close on Leads in Program Provide Research and Development on Projects of Interest**

- About the Principals
- About the Company
- About the Project; About the Issues
- About Comprehensive Plans for Area
- About the Team in place (if any); About Potential Teaming Partners
- About Potential Referrals

## **STRATEGIC BUSINESS DEVELOPMENT PACKAGE (cont.):**



### **Provide Consulting Program to Firm on Closing Projects**

What we do we know about project? What aspects give the firm the leading edge? Who do we know? Who knows us? Who should the point person be? Who is support? What are teaming possibilities? What are referral possibilities?

### **Consult on Presentations/Proposals**

- Evaluate typical RFP response package
- Consult on Upgrades to win project
- Consult on format and content
- Consult with Marketing to make recommendations
- Consult on Development of case studies