

The Defining Mark

Barrier Free Business Development Ideas

This issue: Business Development – The Five Pillar Review

If your business is like most, its life blood is cash flow. In fact, it would be difficult to find a business which did not require a continual source of cash flow for survival. That source is business development – sales effort.

While your business model may be unique in a great number of ways, all businesses require the same five factors in order to succeed.

- ✓ **Quality Products**
- ✓ **Appropriate Price Structure**
- ✓ **Qualified Prospects**
- ✓ **Efficient Sales Process**
- ✓ **Right People**

When you begin to review the degree of business success you are having, it is one of these five areas which will reveal your opportunities, (and challenges).

Ask yourself these simple questions to begin your review:

Quality Product – Is there a demand for the products and services offered by our organization? Are the solutions we offer of quality?

Appropriate Price Structure – Have you priced yourself too high or too low? Would you pay your prices for your products?

Qualified Prospects – Have you targeted the right market for your products? Are you in contact with your market?

Efficient Sales Process – How smooth is your sales process? Is it difficult to do business with you?

Right People – Do you have the right people in the right position? Has your team been provided the proper tools to succeed?

Products; price; prospects; process and people – it is through a consistent review of these areas that you will be able to determine your next steps in business development.



Jim Carty, CSP

"Strive for perfection in everything. Take the best that exists and make it better. If it doesn't exist, create it. Accept nothing nearly right or good enough."

Henry Royce (1863-1933)
English industrialist,
co-founder of Rolls-Royce

Action Plan:

- ✓ Review the Five Pillars
- ✓ Identify where to start
- ✓ Implement improvements
- ✓ Contact AltiMark to advise or assist with any of these steps