

BizDev for Doers:
Smart Business Development For Savvy Marketeers

Survival, Revival, Reunion:
Interactive Screen 0.5 / Money and Law

Happy 10th Birthday BNMI !!!
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So What's the Deal in Y2K+5 ???

Product or Service attributes:

- Be the Best XYZ you can Be
- Reputation Matters More than Ever B4
- Be THE Brand/Live it /Love it
- So what's the BIG deal? /Terms matter
- Build a Better...Business Model

What Is Business Development?

- A 'fuzzy' business activity
- The role evolves w/o official title
- An organizational role that varies
- Isn't everyone doing it?

Imagine a Theatrical Metaphor

BizDev --- Marketing--- Sales

| BizDev | Marketing | Sales |
|---------------|------------------|--------------|
| Strategy | Positioning | Pitches |
| Relationships | Differentiation | Numbers |
| Reciprocity | Advertising | Quotas |
| Networking | Promotion | Closes |

What Are You Trying to Achieve?

- What's the current BizDev/marketing strategy?
- What plan is in place? (Is it working?)
- What's the scope of your committed resources?
- Who will be your tactical team? (You?)
- How will your team be deployed?
- What's your timetable for results?
- How will you measure success?

BizDev 101 in 2005

What can you do to increase your customer or client/partners's ROI? (Time to Value)

1. Highly differentiated value propositions
2. New BizDev/Marketing approaches or models
3. Redefine your traditional four "P"s...
4. "Guerrilla Marketing" techniques are essential (unless you have huge brand building/marketing budgets)

Your Unique Selling "VALUE" Proposition

- Increased Productivity
- Lower price(es)
- Higher quality
- Customization
- Fast on-time delivery
- Simple and easy to implement
- Outstanding customer support

The Multiple P's of Marketing

- Product, Price, Positioning, Place
- PLUS+
- Product or service pitch---PULL
- Perceived value on the other end
- People assigned to make it happen
- Posture of your organization

Marketing Ideas/Opportunities

- FREE usually works...give away to sell upgrade
- Cultivate referral networks/build active WOM
- Trial revenue/split direct marketing options
- Position yourself as an expert/do event marketing
- Pursue remnant space/performance advertising
- Take press contacts to lunch/hire a PR maven
- Trade/barter your service or excess inventory
- Seek out co-promotional and sponsorship tie ins
- Optimize your web presence-SEO, keyword, etc.

The Multiple R's of BizDev

- Relationships
 - Cultivating the right professional contacts
- Reciprocity
 - Crafting "quid pro quo" / win-win scenarios
- Rationale
 - Thinking strategically ("in different boxes")
- Rapport
 - Establish trust/do business with global integrity

Strategy, Tactics and Execution

- Discover where the \$\$\$ is
- Become "better" than your competition
- Identify who are your best/targeted customers and why
- Communicate with your customers as often as they will let you
- Motivate your customers to take action
- Be sure to show up in the right places

BizDev/Marketing Ideas/Opportunities

- Tactics you've used that worked:
- Tactics you've used that failed:

One of my favorite quotes:

"We're not sure who discovered water but we're certain it was not a fish."

- Marshall McLuhan

Alliances/Partnerships

What's the opportunity to jointly and mutually leverage value?

- Design win/win situations that can be clearly articulated --- it's a "no-brainer"
- Create the RIGHT deal, for/with the right partner under the right terms @ the right time
- Be very clear who's managing the deal
- Craft an effective scale and scope TEST
- Pre-agree on reasonable exit options

Next: Your Best Case Scenario

- How can you optimize your strategic efforts to leverage/integrate ROI? ---marketing synergy
- Marketing by Objectives: specific, time-bound measurable---How will you gauge success?
- What are your "failsafe" options?
- How will you change what you do now?

Critical Success Factors

- Well thought-out BizDev/Marketing strategy
- An executable plan that includes market testing/feedback and an integration program
- Effective networking and industry relations
- Focus on CRM--retention and value offers
- Savvy evangelism with early adopters
- Strategic PR that supports overall effort
- REMEMBER: People are your Greatest Asset

Print Resources

- The New Conceptual Selling, Stephen Haiman and Diane Sanchez
- The Tipping Point & Blink, Malcolm Gladwell
- The Art of the Deal, Guy Kawasaki
- Guerrilla Marketing, Jay Conrad Levinson
- Momentum, Ron Ricci and John Volkmann
- Love is the Killer App, The Likeability Factor by Tim Sanders

Upcoming PacRim Biz/Dev Events

- In OZ: FREE to attendees
Australasian Access October 25-27
See www.austaccess.biz
- In the US: \$695 to attend & 2,995 to showcase
Anzatechnet--- November 13-15
See www.anzatechnet.com
- In China: \$600 to attend
China Access 2008--- Sept. 12-14 & Nov.15-17
See www.chinaaccess2008.com

Maximize Your BizDev/Marketing Investment:

- Think in different hats/brainstorm often
- Seed early adopters/cultivate evangelists
- Network AMAP and appropriately
- Cultivate industry analysts/media contacts
- Refine your time to value product offering
- Design/visualize your "Success Story"

"Every month it takes 20% more effort just to maintain your current business".

- Bruce Cotterill, Canterbury NZ