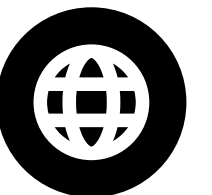




UNDERSTANDING BUSINESS DEVELOPMENT

PRESENTATION-2023

Visit Our Website
themorpheusacademy.com
scottceneje.com



What it is not

1. Business Development is not Marketing - the activity or business of promoting and selling products or services, including market research and advertising.
2. Business Development is not Sales - This is to help drive revenue through product or service distribution and purchases
3. Business Development is not Advertising - the activity or profession of producing advertisements for commercial products or services



What it is not

1. Business Development is not Public Relations - the professional maintenance of a favorable public image by a company or other organization or a famous person.
2. Business Development is not Product Management - practice within a company that supports and manages all the activities related to planning, developing, marketing, and launching a product



What is Business Development

Business development is the creation of long-term value for an organization from customers, markets, and relationships.

Business development can be taken to mean any activity by either a small or large organization, non-profit or for-profit enterprise which serves the purpose of 'developing' the business in some way.



What it involves

It involves pursuing opportunities to help your business grow, identifying new prospects, and converting more leads into customers.



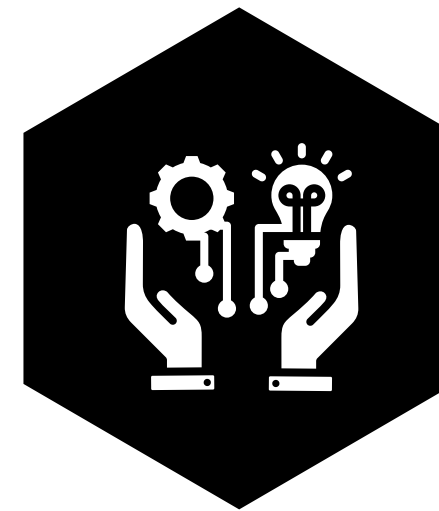
Objectives Of Business Development



**Sales
Growth**



**Business
Expansion**



**Strategic
Partnership**



**Increase
Profitability**

Key Element Of Business Development



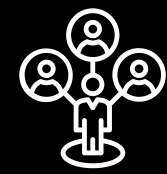
Customers

Researching the customer through reasonable data to determine the business model and customer needs



Markets

Researching the market to understand the business-market fit, available market opportunities, channels of reach and growth



Relationship

Researching the areas of profitable partnership, that showcases the business values outside its circle of reach and access

Key Phases Of Business Development



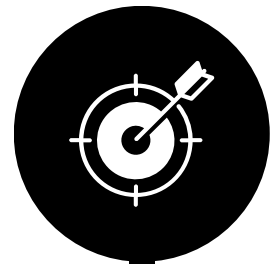
Startup ✓

Maturity ✓

Growth ✓

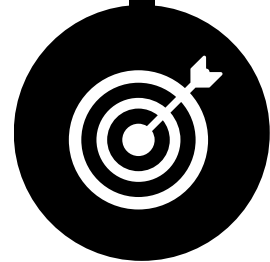
Decline ✓

Business Development Plan



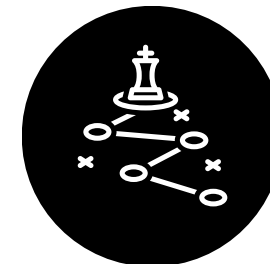
Goals

Business goals are predetermined targets that a business or individual plans to achieve in a set period of time. These goals are often split into short-term goals and long-term goals. Business goals can be general and high-level, or they can focus on specific measurable actions. "Asana"



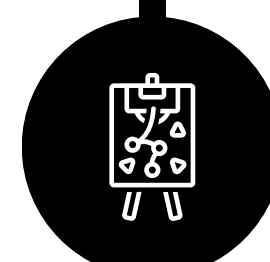
Objective

the results you are aiming to achieve in order to accomplish your longer-term company vision. Think of business objectives as metrics to measure your overall business success.



Strategies

the strategic initiatives a company pursues to create value for the organization and its stakeholders and gain a competitive advantage in the market.



Tactics

the specific set of actions taken to reach the organizational goals, or strategy

Business Development Strategies



Networking



Referrals



Sponsorship



Outbond Telephone



Thought Leadership

Principles Of Growth And Development



Development Is Continous

development continues from the conception till the individual reaches maturity



Development Is Sequintal

This principle supports developments in phases and stages. A child would crawl, stand, walk and then, run.



Development Is Gradual

It is also cumulative in nature. It doesn't happen all at once, but the all sums up to the one



From General To Spesific

In all areas of development, general activity always precedes specific activity.

Sources and Links

- <https://www.psychologydiscussion.net/educational-psychology/principles-of-human-growth-and-development/1813>
- <https://www.imd.org/reflections/business-strategy/>



Sources and Links

- <https://asana.com/resources/business-objectives>
- https://en.wikipedia.org/wiki/Business_development





THANKYOU

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