



# Business Development & Sales

Part of a series of Business Essentials

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## Business Development

Market analysis and new product launches can be critical to the success of a business.

Understanding distribution channels, the Supply Chain and the customer base are just some of the variables that will determine success or failure of existing or new products.

Packaging, Pricing and distribution methods can be just as important. Taking a product from concept stage to 'rollout' can be daunting. In addition to product development strategies companies need to employ Business Development techniques to give new products the best chance of success.

One way of testing a new market is to exhibit at a trade show. This can be daunting for those who have never done it before. Again the key to a successful show lies in the planning.

Absolute essential: ensure you have well researched information available about the market, the customers and the competition to be able to pinpoint your USP's (unique selling propositions).

Strategies to align the product in the right way for the market are essential for long term success.

## Sales

Without sales Businesses will not survive. It is essential to have a mix of longstanding customers, up and coming new customers and to have a healthy pipeline of potential customers. Each of these requires subtly different skills.

Longstanding customers need to be managed effectively by "Account Managers" and this is a completely different skill set from finding or "Hunting" new Business. It is possible to find people who can traverse these skill sets, but more often than not the person who is good at bringing in the new Business is not necessarily as good at handling and sustaining or developing existing business.

Everyone in the sales team has a vital role to play and it is essential they understand how their actions can make or break deals and can help or hinder existing relationships.

As sales advisers we have access to a world class set of sales force assessment tools to help you to understand who can sell, who will, won't or can't prospect and will highlight the particular training needs of each individual allowing you to redesign and focus your sales team in the most efficient, time-saving and cost-effective manner.

Sales recruitment is also critical and often misunderstood as to how making the right appointment is so important to the Business. We have access to a set of recruiting tools that align with your strategy to ensure that the persons you interview already have the pre-qualified ability to do the role you are asking them to do.

## What next?

Why not e-mail Ian Jameson at [ian.jameson@btconnect.com](mailto:ian.jameson@btconnect.com) to see how we can help with sales and business development of existing and/or new products.



MARKETING  
ADVERTISING, PROMOTION & PR  
BUSINESS DEVELOPMENT & SALES  
BUSINESS PLANNING  
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SUPPLY CHAIN

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