

Business Development and Client Retention Strategies - Action Tool

Thinking about my market

Category	Notes	Category	Notes
Target clients		Growth trends	
Positioning My brand/ reputation in the market		Critical success factors	
Demand		Competition	

Marketing Mix for Offering my Products and Services

Product/ Service	Pricing
Place/ Distribution	Promotion

Consolidating my Marketing Strategy: Ansoff Matrix

Identify your main marketing approach and, if relevant, secondary approaches.

Products

		Existing	New
Existing		Market Penetration (Low risk) Possible strategies: Advertising, re-launching, increasing awareness, lower prices, minor product improvements, serving sizes, target more segments.	Product Development (Medium-high risk). Possible strategies: Best if using existing resources, innovation: developing new products / services based on meeting identified needs, new features.
Markets New		Market Development (Medium risk). Possible strategies: Finding new markets for existing products, expand distribution, advertising, could also be new segments in current markets e.g. new age groups, target new markets, alliances.	Diversification (High risk) Possible strategies: New products for new markets - related to what we're already doing, or totally different, mergers and acquisitions, product / service innovation.

Consolidating Sales in my Business

Our Sales Mindset

Sales Mindset	Current Mindset and behaviour	Specific Actions to Improve
My mindset Overall attitude and outlook.		
My team's mindset Overall attitude and outlook.		

The Critical Skills for Sales Success

Skills	Self-Rating (1-10)	Team Rating (1-10)	Actions to Improve
Presence			
Relating			
Questioning			
Listening			
Positioning			
Checking			

Improving our Sales Processes – The sales cycle



Actions to Improve Business Development and Client Retention

Stage of Sales Cycle	Current Situation	Desired Situation	Actions to Improve	By when	Review Comments
Preparation You/ your team, brand, research, mindset, materials.					
Engaging clients Meeting, greeting, identifying and meeting needs, critical skills*, handling objections					
Closing sales Getting the business, paperwork and settling the client					
After the sale Operations, customer service Handling complaints					

*The critical skills – Presence, Relating, Questioning, Listening, Positioning, Checking.