

# BUSINESS DEVELOPMENT INSIGHTS

ACEC 2023  
BUSINESS FORUM



# BUSINESS DEVELOPMENT INSIGHTS

## SELLER-DOER MODEL

Business Development Typical Roles

### SELLER DOER

- Focuses on repeat business
- Manages Client Relationships
- Participates in client meetings
- Participates in shortlist presentations
- Assists in technical writing for proposals
- Participates in professional organizations

### BUSINESS DEVELOPER

- Identifies & Secure New Business
- Trains Seller-Doers
- Incorporate Strategic Plans into the Selling Process
- Meets with prospects clients
- Participates in client meetings
- Participates in professional organizations
- Attends trade shows
- Gathers Market Intel

### MARKETER

- Assists in market research
- Creates awareness and builds company brand
- Manages proposal process
- Oversees digital marketing/ website/social media
- Develops presentations
- Writes and ghostwrites articles and blogs

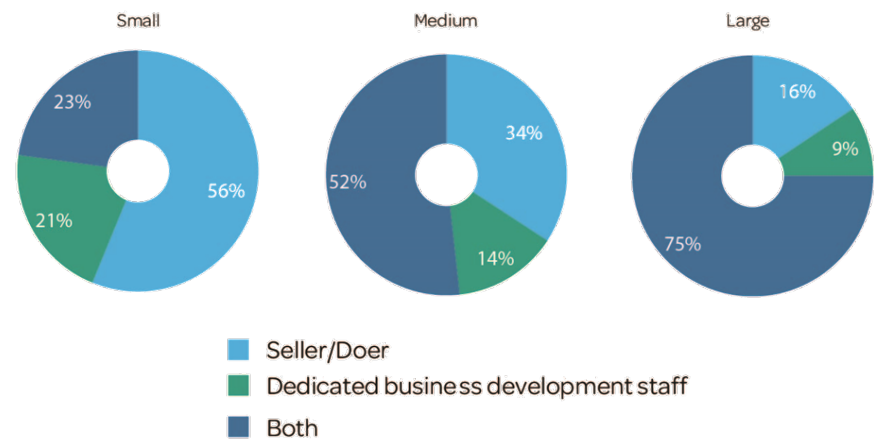
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## RESPONSIBILITIES BY ROLES

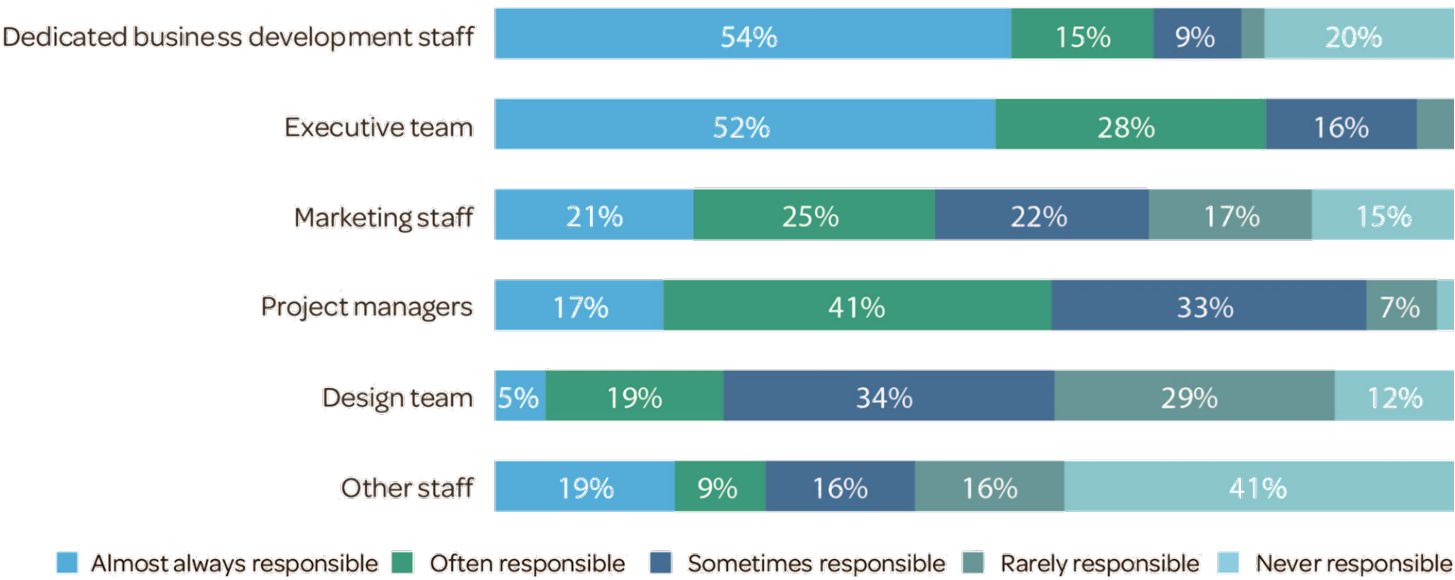
Understanding the "why" and "who" of BD roles, as well as the "what" and "how" are still important.

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Business Development Model – by company size



Responsibility for Business Development



# BUSINESS DEVELOPMENT INSIGHTS

## LIFE CYCLE OF BD

Strategically identifying targets leads to intentional business development.

Relationships win profitable work.

Investment in relation to time, money and manpower yields better storytelling.

Happy clients = repeat clients and referrals.



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## KPIS FOR BUSINESS DEVELOPMENT

KPIs are crucial in our industry for measuring the effectiveness of marketing and business development efforts, measuring profitability, and measuring client satisfaction.

	SMALL (1-50 EMP)	MEDIUM (51-250 EMP)	LARGE (250+ EMP)	HIGH PERFORMERS
Net Revenue Growth Forecast:	14.6%	21.6%	14.2%	14.6%
Win Rate:	50.0%	50.0%	42.7%	50.2%
Top 3 clients by revenue:	49%	28%	19%	33%

2022 Deltek Clarity Report



# QUESTIONS?



Growth is never by mere chance; it is the result of forces working together.

- *James Cash Penney*

