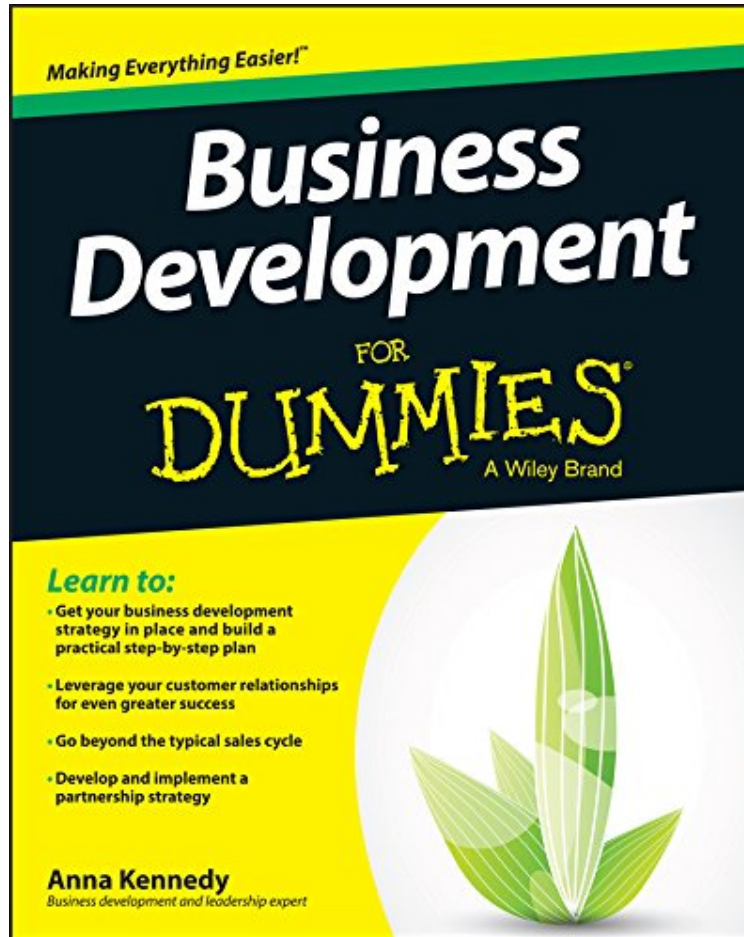


Business Development For Dummies

Anna Kennedy

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Anna Kennedy : Business Development For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Development For Dummies:

Growing a small business requires more than just sales Business Development For Dummies helps maximise the growth of small- or medium-sized businesses, with a step-by-step model for business development designed specifically for B2B or B2C service firms. By mapping business development to customer life cycle, this book helps owners and managers ensure a focus on growth through effective customer nurturing and management. It's not just sales! In-depth coverage also includes strategy, marketing, client management, and partnerships/alliances, helping you develop robust business practices that can be used every day. You'll learn how to structure, organise, and execute an effective development plan, with step-by-step expert guidance. Realising that you can't just "hire a sales guy" and expect immediate results is one of the toughest lessons small business CEOs have to learn. Developing a business is about more than just gaining customers ndash; it's about integrating every facet of your business in an overarching

strategy that continually works toward growth. *Business Development For Dummies* provides a model, and teaches you what you need to know to make it work for your business. Learn the core concepts of business development, and how it differs from sales. Build a practical, step-by-step business development strategy. Incorporate marketing, sales, and customer management in general planning. Develop and implement a growth-enhancing partnership strategy. Recognising that business development is much more than just sales is the first important step to sustained growth. Development should be daily; not just when business starts to tail off, or you fall into a cycle of growth and regression. Plan for growth, and make it stick; *Business Development For Dummies* shows you how.