

How We Support You With Business Development

Keerthi Suresh

Handcrafted Insight

Our approach is to implement a business development workflow that builds on your strengths, our unique capabilities and a network of partners to produce sales and revenue results.

Introduction

Handcrafted Insight is a consultancy practice that supports organisations with business development, strategy and operational transformation programmes. The purpose of this paper is to set out how we can work with you to implement a five-stage business development process that has been shown to produce results in a range of situations.

1. Market Research.

We have to understand your business, the market in which it operates and the ways in which your competitors position themselves before we can sell what you do. We will study and assess, from an independent point of view, the strengths of your proposition and the unique features that can be used to spark a conversation. This research will help us understand who your best prospects are going to be.

2. Market Segmentation

On the basis of our research and interviews with you, we will get an understanding of your existing customer profile and sector experience and be in a position to segment the market, focusing on areas where you have demonstrable strengths, capability and experience.

We will create a target list of prospect companies and devise an outreach strategy. We work with partners that have specific expertise in direct marketing and advertising that can complement your capabilities and will recommend an approach that fits with your budget and operate an outreach programme to contact prospect organisations, introduce your organisation and set up prospect interviews.

3. Prospect Interviews

We run a unique prospect interview session that works extremely well in illuminating the situation prospects are in and drawing out their needs. We have built on 30 years of published research into methodology to create an effective, remotely delivered programme of needs discovery that can be used to match your existing products and services to a client's needs or scope out new development projects where you build what they are asking for.

4. Scoping A Project

A natural progression from our interview process is that customers set out what they need and we can then show them if we have an existing product that already meets that need and which can, with some customisation, be adapted to fit them. Alternatively, if we have the capability, we can show them how we can build them a solution and what the associated timeline and budget needs to be. We will engage with your operations and technical teams to inform the creation of this scope and prepare a proposal for the client to sign.

5. Proposal And Hand Over

The proposal will set out what has already been agreed with the client. Once signed, we will hand over the relationship and delivery to your project team and remain available for client relationship maintenance and support.

How To Work With Us

Our commercial model is based on a retainer and share of contract value signed through using our service. For more information please contact us through www.handcraftedinsight.com.