THE BUSINESS DEVELOPMENT PLAYBOOK

Your Guide to Filling Your Pipeline and Closing More Deals

BLULEADZ

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The business world is fast paced, especially as more elements are being adopted into the digital space. There are so many benefits to digital marketing and sales efforts, but the one thing that many teams forget is the human element.

The need for person to person engagement will always be there, which is why the most successful business development teams make one aspect a priority.

They lead with heart ❤

At the end of the day, people buy from people. And when it comes to sales outreach, you want to be a resource, an educator for your prospects. You want to show them that they want to build a relationship with you and your team.

That effort starts with each person on the business development team (aka the sales development team). From leadership all the way to the reps doing the day to day operations, taking a human approach must be top priority.

A human approach is what will make the difference when you are having conversations, and your ability to have a good conversation will make all the difference in your success.

Everyone knows the phrase, “Always be closing.” But that adage is dated. Sure it made sense in the traditional sales approach.

But in the digital world of business, where you’re connecting your solutions to your prospect’s unique pain points, you need to adopt a new mantra.

Always be helping.

Prospects don't like to be sold to. They don't like it when your conversation is about you and not them. Think about the last time someone tried to sell you something. How did it make you feel?

By being a resource, making a human to human connection, and treating people like they are not just another dial, you will win the day.

> "Leads don't convert to customers. Leads convert to conversations." – Ophir Prusak

Let's take a step back and investigate the role you play in business development. Essentially, you exist in the space between marketing and sales.

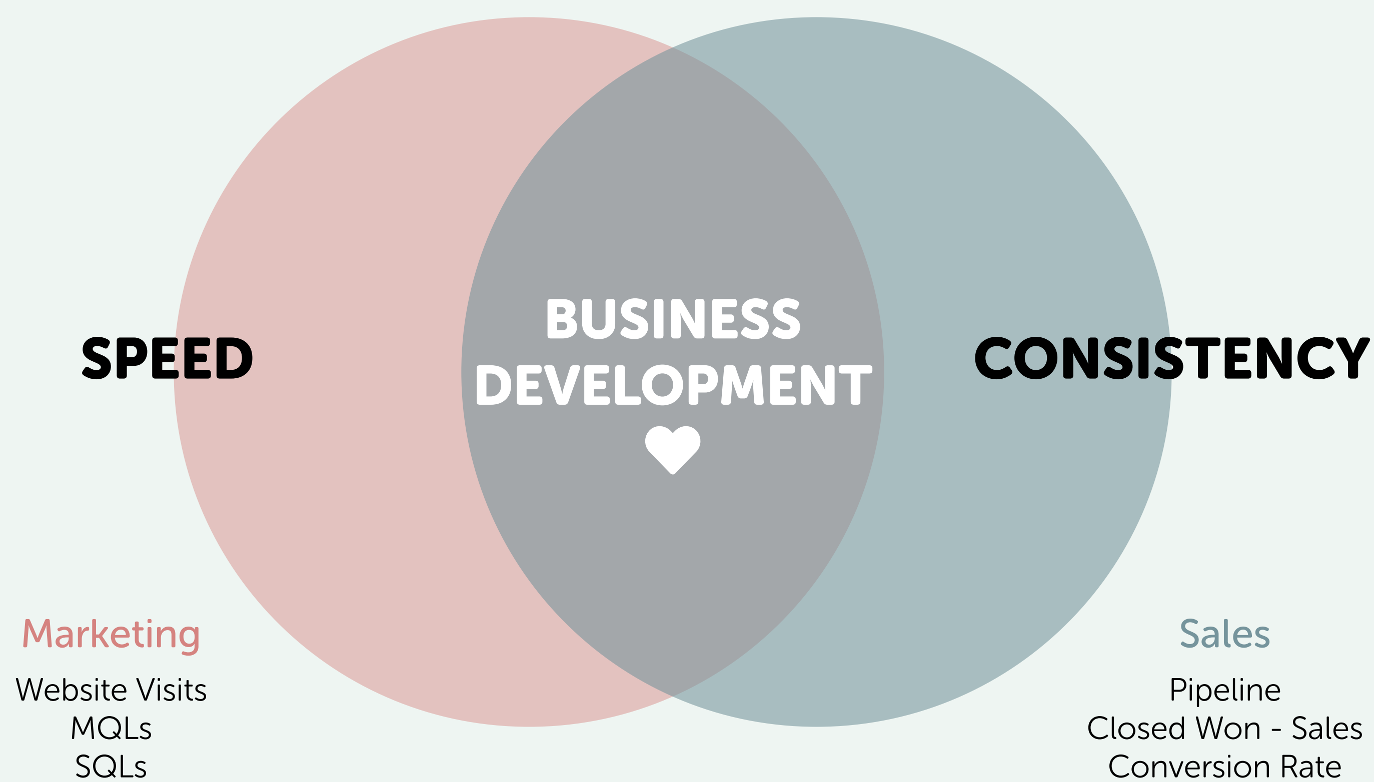
In the context of handing off marketing leads to sales, speed is essential for a simple, obvious reason: The quality of the lead decreases with every minute that passes.

For sales to be able to truly focus on closing deals, consistency is crucial. Business development takes the responsibility of outreach, and those efforts need to be consistent in order to effectively nurture your leads through their buyer's journey.

And at the center of this role business development plays in growing revenue, you need heart. Leading with heart means staying authentic and delivering value to your leads. People can build more positive, impactful relationships with sales reps who actually care about their well being.

In summary, your mission in business development is to focus on speed and consistency while leading with heart. That can be broken down into a few core values that can act as your North Star in every action you take:

- **Create value**
- **Touch lives**
- **Build networks**
- **Be real**
- **Stay open**



Fill Your Pipeline and Increase Revenue

Learn more about our business development services and how we build and implement proven processes that drive your sales fast.

Learn More

As the bridge between marketing and sales, your speed and consistency in outreach is what turns website visitors into sales qualified leads, which you then hand off to your sales team to nurture and close.

In this playbook, we will dive deeper into:

- The role business development plays in the customer journey.
- The best structure for your business development team.
- The four key steps in the business development process.
- The responsibilities of your business development representatives (BDRs).
- The most important areas of focus and KPIs that define business development success.
- The importance of sales battlecards and how to use them during outreach.
- The best practices for sales outreach touchpoints.
- The call framework and tips for executing prospecting calls.

CHAPTER 1

THE ROLE OF BUSINESS DEVELOPMENT

Business Development's Part in the Customer Journey

As you can see, business development accelerates the speed of advancing leads through the customer journey. They engage and qualify good fit people who can be passed through to your closers, who then close opportunities into happy new customers.

Note: Leads, subscribers, and MQLs are all worked by the BDR/SDR team.

LEADS	SUBSCRIBERS	MQLS	SQLS	OPPS	SALES
Have visited your website but they are not subscribed.	Subscribed to the blog.	Rated by the marketing department super low / low / med / high	They either came to our website and raised their hand, or we nurtured them and they scheduled a meeting.	They entered our pipeline.	We earned their business - deal closed.

The customer journey is where you can identify how your marketing, sales, and customer service efforts work together.

With a customer journey map, you're able to illustrate the steps customers go through as they engage with your brand, close as a customer, and advocate for your brand while also purchasing cross-sells and upsells.

The most common customer journeys follow this process:

1. Marketing builds brand awareness and attracts your target audience to your website.

Then, they convert those visitors into leads, who are handed off to the sales team.

2. Sales assesses the leads handed over, prioritizes engagement, and nurtures relationships with them.

Business development is often the first human touchpoint for people who engage your brand. Your reps (BDRs) are the ones who engage with people in the early stages of the customer journey after leads are converted.

BDRs book appointments for qualified leads (SQLs) with your sales closers (often referred to as account executives), who then further engage these opportunities and close them into customers.

3. Customer service supports new and existing customers, answering their questions and steering them in the right direction for continued success.

They also present upsell and cross sell opportunities and continue to check in with customers, ensuring high levels of satisfaction to increase retention and referral business.

As you can see, your business development efforts play a crucial role in nurturing your leads, subscribers, and marketing qualified leads.

BDRs are solely focused on connecting with people in a timely manner and engaging with them to identify which leads are worth the time and effort put forth by your sales team.

To develop a truly successful business development process, you need to understand what your entire sales structure will look like and how to properly build your business development team.

The Business Development Team Structure

Your team will look different than other organizations. The depth and size of your team depends on how large your business is, what your products or services are, and the amount of internal resources you have.

Typically, sales teams include a dedicated manager for account executives, customer success, and business development.

Underneath the business development team lead (or business development manager), you will have a number of business development representatives (BDRs) handling the daily operations.

Essentially, BDRs are responsible for providing prospective clients with a first impression of your team.

Sure, they've interacted with your website, downloaded content, and maybe even watched some of your videos. But when you reach out on a prospecting call, you're giving them their first glimpse behind the curtain.

Your authenticity and helpfulness bring your culture and mission to life for every single prospect you engage with.

By instantly connecting with them and treating them with respect, honesty, and consideration, you're going to stand out and impress them.

This is setting up the rest of the sales process for success.

Your primary mission is to reach out as quickly as possible to increase your chances of connecting with qualified leads before they move on and forget about your brand.

The Business Development Process

The business development process can be broken up into four key steps:

1. Identify - identifying the right leads.
2. Connect - connecting with the right leads.
3. Discover - discovering the root cause and impact of the lead's problems.
4. Commitment - scheduling a meeting, gaining their commitment of time.

Each step leads you to gaining their commitment of time to move forward with resolving those challenges. You want to be a resource who can help.

The value for the prospect to dedicate the time with your sales reps and account executives (AEs).

When they book an appointment, your AEs are able to learn more about how you can help and gain actionable insights into achieving their goals and overcoming their challenges.

BDRs will start the sales process by connecting with each lead through a phone call or email.

This is when the conversation begins. As you hear more about the prospect's pain points and challenges, you decide if the fit is good.

In other words, you determine if your sales team should dedicate their time to selling your products or services to that prospect.

When you're hiring your BDRs, you need to communicate clear expectations with your job candidates. Aside from looking for cultural fit and a strong work ethic, you also want to emphasize the demands of the role and see if the applicant is ready for the challenge.

Some of the most important responsibilities of BDRs include the following:

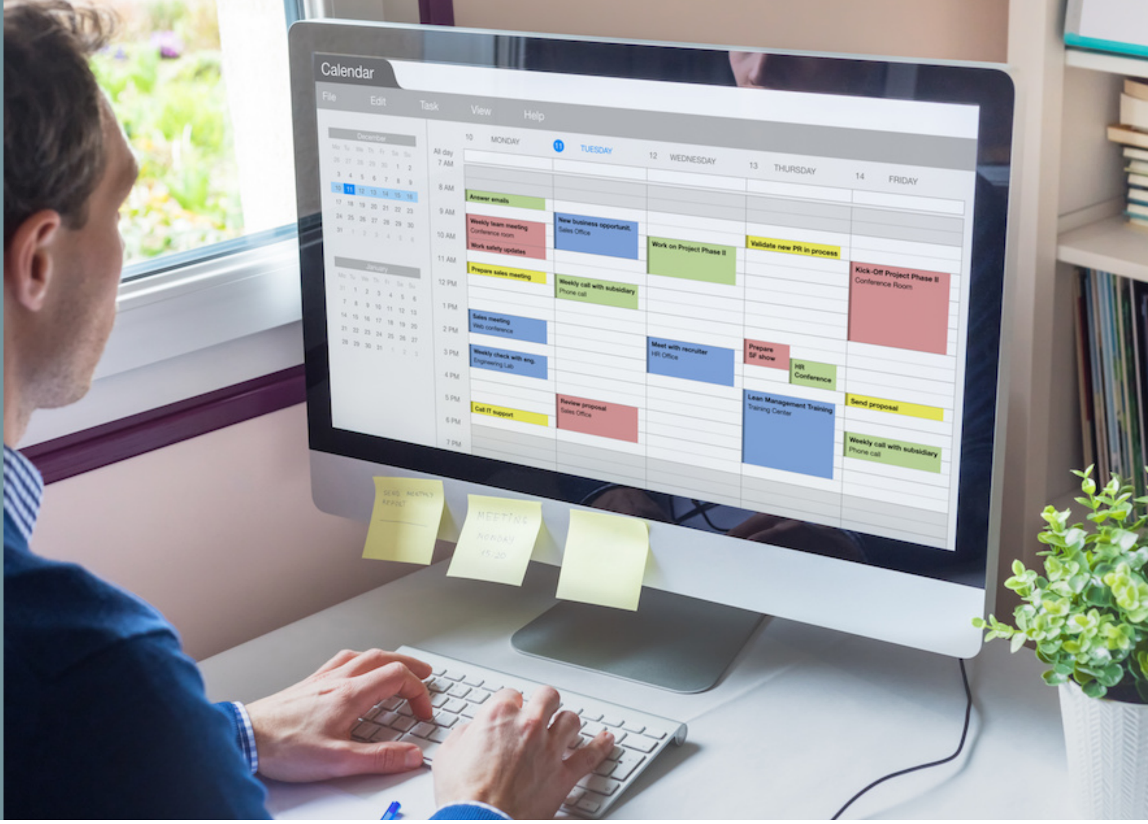
- Contribute to meeting or exceeding the team's monthly revenue goals by setting up meetings with qualified opportunities for the sales team.
- Make an awesome first impression with all leads you to connect with by establishing trust, providing guidance, and leading with heart.
- Minimize your AEs' time spent chasing unqualified deals by acting as the sales team's gatekeeper, ensuring only qualified leads are allowed to pass through to sales and purging unqualified or bad-fit leads from the funnel at an early stage.
- Gather pertinent information, such as prospect's company revenue, buyer persona, and other relevant contact data, to further qualify, segment, and prioritize the prospect while providing valuable intelligence for sales conversations.
- Use a variety of channels (phone call, email, video, social, etc.) to deliver relevant and personalized outreach to prospects while meeting the response time requirements.
- Input all deals, deal updates, and activity into the customer relationship management (CRM) system in a timely manner.
- Coordinate with your AEs to ensure they're aware of and prepared for all meetings booked for them.
- Own your performance by monitoring your KPIs and working with the BDR manager to implement improvement strategies when necessary.
- Commit to growing yourself by participating in ongoing internal training programs while contributing to the growth of the company.

As you can see, BDRs have a lot to handle. When they're successful, your sales team thrives, closing more deals in less time.

But what does success actually look like in business development?

CHAPTER 2

DEFINING BUSINESS DEVELOPMENT SUCCESS



The primary method for delivering success when you're in business development is to continuously hit your goal for meetings booked for your account executives. You are more likely to meet that goal by maintaining speed and consistency.

In addition to just booking meetings, you'll also want to determine when a prospect who is not ready for a meeting now might be ready at a future date. This is based on your conversation and the intelligence you gather from this interaction.

This process creates the future pipeline for your sales team's appointments.

Aside from these primary measures of success, there are plenty of other ways to be successful and grow in the world of business development.

Performance

Use time management, prioritization, and a positive attitude to consistently achieve results that surpass expectations.

Leverage your experience and expertise to create new opportunities that improve efficiencies, unlock new revenue channels, help your peers, or otherwise improve the organization.

Skills Proficiency

Become a true expert in your field.

Develop skills beyond that required to meet the satisfactory standard for your role and use that knowledge to grow the expertise of the team around you.

Ownership and Initiative

Take ownership of your role and your success by taking action without needing a specific direction. Show up motivated and proactive.

Always take decisive, effective action and display the ability to formulate original, effective solutions to problems you encounter.

Leadership

Exhibit leadership qualities regardless of your title or position.

Utilize the principles of leadership to improve the performance of your teammates and accomplish the team's goals.

Business Development Key Performance Indicators (KPIs)

Aside from these key focus areas, you can actually quantify the success of your BDRs using the metrics listed on the right hand column.

Your metrics might look different depending on your sales process and team structure. The important element to keep in mind is that your KPIs need to align with your big picture business goals.

Let's explore what KPIs look like when they're aligned with measurable goals by dissecting this simple example.

Company A needs to book 20 meetings per month. Their sales team achieves a close rate that turns these 20 meetings into enough new customers to hit their revenue goals. In terms of business development activity, their performance goals are as follows:

- Make 200 calls per week as an entire team.
- Send 100 emails per week.
- Achieve a 15 percent connect rate.
- Book five meetings each week.
- Convert 25 percent of connections into scheduled meetings.

Your team's business development goals should be aligned with your business objectives tied to revenue numbers and the amount of new customers. One of the best ways to ensure your business development team hits these goals is to create and distribute sales battlecards.

MEETINGS

Prospects committing to time with a sales team member.

CALLS

Number of calls made each week. Focusing specifically on Tuesday through Thursday.

EMAILS

Number of emails made each week. Should be within 10% of number of calls.

CONNECTS

While this is something you cannot impact, over time it gives you an idea of how many people you'll likely reach.

CONVERSATIONS

How many of the people you talk to turn into appointments or end up in nurturing.

COMPANY A'S Q1 2020 BUSINESS DEVELOPMENT GOALS

CALLS	200 calls per week for the team
EMAILS	150 emails per week for the team
CONNECT RATE	15% connect rate (or 30 conversations)
MEETINGS	5 meetings per week; 5 added to nurturing
CONVERSION	25% of people you connect with turned into appt.

CHAPTER 3

THE POWER OF SALES BATTLECARDS

Sales battlecards are quick reference cards for your sales reps to use on a regular basis. They use them to measure your business, products, or services up against your competitors.

This allows your sales team to be well equipped for objections and frequently asked questions so you can position your solutions strategically to win more deals.

Essentially, they are small snippets of important information presented in a concise way that centers on your customers, your product, the market, and especially your competition. The information on a sales battlecard can be presented as text, videos, or graphics.

Think of sales battlecards as a cheat sheet for several important factors involved in working toward the close of a sale. Your BDRs can use them in a couple of impactful ways:

- Reference them before their prospecting calls.
- Use them for quick access to information during sales calls.

There are many different types of sales battlecards you can provide to your sales team. One of the most important ones to use in business development is the full sales cycle battlecard.

The following sales battlecard example breaks down many crucial aspects related to how your products or services help your leads at specific areas of their journey.

Here's what you need to do using this battlecard template:

- Identify the buyer persona you're targeting through business development.
- Provide a list of each stage you have within your funnel.
- Describe the challenges they have at each specific stage.
- List the services or products you offer that address their challenges.
- Explain the intended outcome that helps them overcome each pain point in each funnel stage.

[Company] Sales Battlecard

Personas	Funnel	Pain or Challenge	Services	Outcome
Persona	Website	• Pain 1 • Pain 2 • Pain 3	• Service 1 • Service 2	• Outcome 1 • Outcome 2 • Outcome 3 • Outcome 4
Persona	Lead	• Pain 1 • Pain 2 • Pain 3	• Service 1 • Service 2	• Outcome 1 • Outcome 2 • Outcome 3 • Outcome 4
Persona	MQL	• Pain 1 • Pain 2 • Pain 3	• Service 1 • Service 2	• Outcome 1 • Outcome 2 • Outcome 3 • Outcome 4
Persona	SQL	• Pain 1 • Pain 2 • Pain 3	• Service 1 • Service 2	• Outcome 1 • Outcome 2 • Outcome 3 • Outcome 4
Persona	Customer	• Pain 1 • Pain 2 • Pain 3	• Service 1 • Service 2	• Outcome 1 • Outcome 2 • Outcome 3 • Outcome 4

Aligning each persona with each funnel stage allows your BDRs to explore exactly what talking points they should be addressing in their conversations, depending on who they're talking to and where their lead is within the customer journey.

Additionally, your reps can effectively define the potential outcome and paint the picture, showing how your offerings provide value in an impactful way.

Battlecards are excellent tools that your reps will learn to use as reference during their conversations, which ultimately will lead to more meetings booked and a full pipeline of qualified opportunities.

Start developing battlecards specific to your business and industry, then distribute them to your BDRs to prepare them for outreach.

CHAPTER 4

MASTERING OUTREACH TO PROSPECTS

Multi-Touch Outreach

CALL	EMAIL	TEXT	LINKEDIN
Call within 15 minutes of them visiting your website.	Email to follow up to your phone call or add to a sequence.	Send a text message following the phone call and email.	Visit their LinkedIn profile, then see if they visit yours or connect with you.

Prospecting calls are the bread and butter of your business development team. They are often the first conversation you have with a prospect.

During this call, you want to accomplish a few significant things:

- **Introduce yourself.**
- **Break down the prospect's resistance.**
- **Hold a brief conversation.**
- **Close the call by scheduling a meeting.**

During this initial outreach, you want to think beyond just one sales call. Adopt the multi-touch business development method.

Here's what an effective strategy looks like for conducting initial outreach.

- **Call: Get on the phone and reach out within 15 minutes of the lead's website visit.**
- **Email: Write an email to follow up after your phone call.**
- **Text: Send a text message following the phone call and email.**
- **LinkedIn: Visit their profile to show engagement, then see if they visit yours or connect with you.**

Make sure you optimize each touchpoint when your BDRs conduct their first outreach. There are plenty of ways you can make each touchpoint engaging, thanks in large part to the amazing sales technologies available.

Tips for Your First Call

Calling will be a massive undertaking for your team, so you want a process that is organized and efficient. Sales software often provides call tracking and automation features that make managing your BDR calling simple.

For example, HubSpot Sales Hub allows BDRs to access contact data to build a daily calling queue to ensure leads are prioritized, place calls directly through their browser, and automatically record and log calls into the lead's contact record within their CRM.

Tips for Your First Email

It's getting more difficult to stand out in the inbox now more than ever before. However, there are plenty of small adjustments your team can make to deliver a unique, impactful experience.

For example, your BDRs can record a short personalized video where they introduce themselves, talk about your brand, and address a need or pain point that the lead expressed.

HubSpot Sales Hub users have access to the Vidyard app within their HubSpot portal. With a few clicks, they can turn on their camera, record a short video, then add it directly to their email before sending it.

Tips for Your First Text

This is another essential channel where you need to focus your business development efforts. The good news is that you don't need to manually write and send text messages.

Enter SMS automation platforms. For example, Kixie is an excellent AI-powered platform that automates outreach and includes a full telephony stack, including call queues, call transfers, interactive voice response (IVR), and more.

Tools like Kixie also integrate directly with your CRM so you can track and manage ongoing text conversations with your leads.

Tips for Your First LinkedIn Engagement

LinkedIn remains an excellent touchpoint for prospecting, so your business development team will need to be able to conduct outreach in a scalable way. Tools like LinkedIn Sales Navigator make this possible.

For example, LinkedIn Sales Navigator helps your BDRs find your leads fast, track any changes to each lead's profile, and organize all the information using a seamless CRM integration. This helps streamline how reps connect and qualify each lead.

The AN Lead Qualification Method

Your BDRs will need a simple lead qualification method they can use during these calls and additional outreach methods to ensure booking a meeting is actually worth the time of your sales team.

If your BDRs are booking appointments with low ranking employees who have no influence over decision making or bad fit prospects, your account executives will be wasting their time during the appointment.

Follow the simple AN qualification method:

- **Authority: Does this person hold any influence in decision making?**
- **Need: Is this person's pain point something that you can help solve?**

One of the most important first steps in lead qualification is researching each person before making the prospecting call.

Pre-Call Planning: How to Research Your Leads

It's absolutely critical that you do your research before jumping on the phone.

By conducting just a few minutes of research ahead of your call, you will drastically improve your confidence, feel more decisive in asking pertinent questions, build rapport more effectively, and gain credibility with the prospect fast.

Start gathering your lead intelligence by looking at their company's website as well as their LinkedIn profile. There are a few pieces of information you need to gather before dialing.

What to Look for While Conducting Lead Research

Keep your lead intelligence strategy simple. Start by looking at the basics, like their job title, their employer, their responsibilities, and their email.

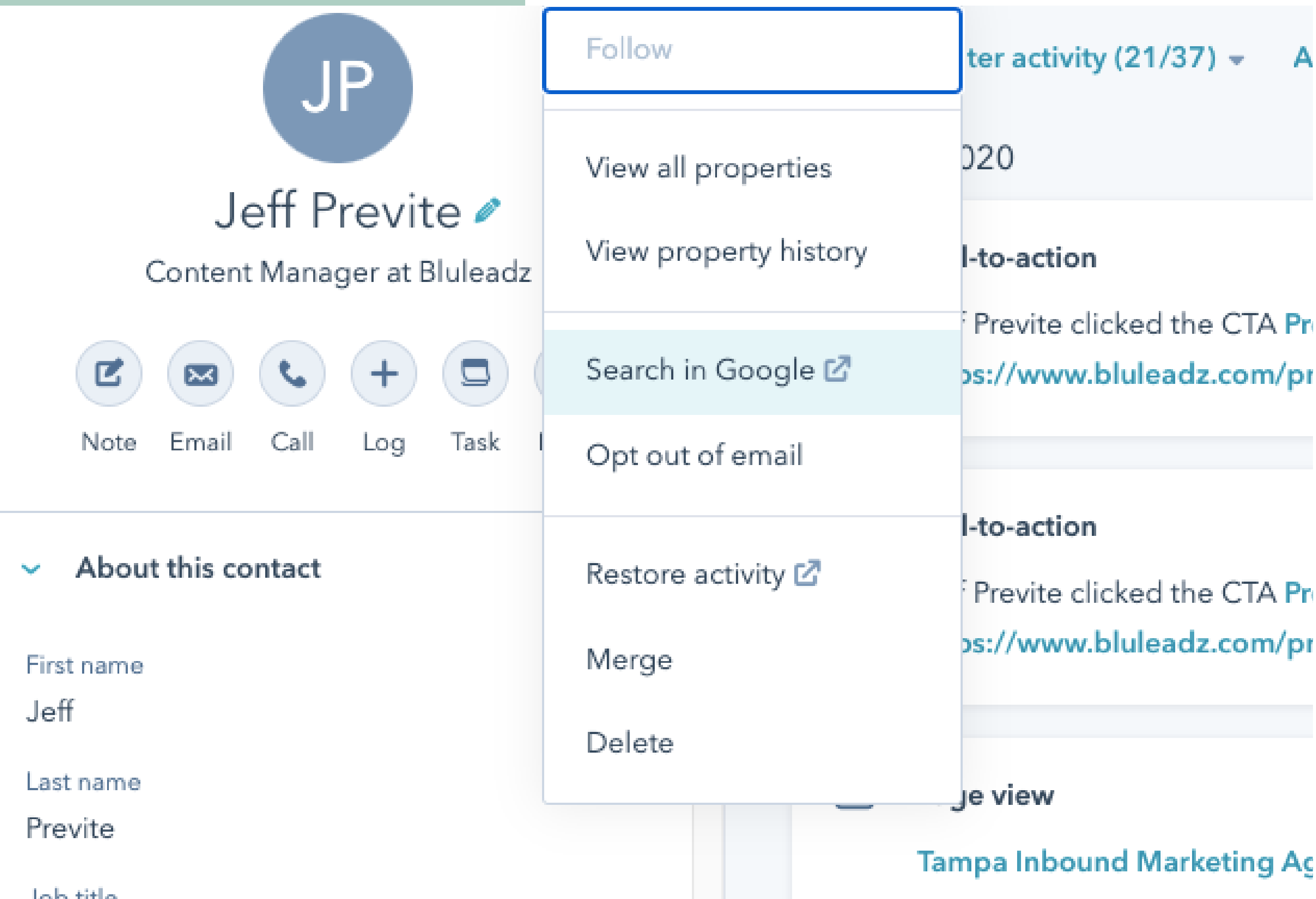
You should add all your lead intelligence to their contact record in your CRM. You can include many fields, like what buyer persona they align with, the time zone they live in, a link to their website, and a link to their LinkedIn profile.

You can save time on each lead you research by leveraging your CRM features.

The best CRM solutions offer amazing tools built in to create an intuitive experience that helps your team save time in any aspect.

For example, the HubSpot CRM automatically gathers your lead's company data and populates it within your contact's record.

Additionally, reps can start their lead research by using the Search in Google feature built into the CRM contact record interface.



Keeping all of these data points organized in their contact record is crucial because your team can act fast in referencing information as they're continually learning about your leads and prospects.

There are plenty of other aspects to look for when you're researching them, like the following:

- Any articles or blogs they have authored.
- Any blogs or articles they have commented on via LinkedIn.
- Any details in their LinkedIn profile you could use as a lever for your outreach.
- Any suggestions for them that align with your products or services.

Once you gather all the information you need, it's time to smile and dial.

Your Sales Call Framework

You can break down your sales prospecting call framework into four key steps:

THE GREETING

Be quick, speak clearly, and confidently say hello when they answer the call.

THE REASON

Lead with your big promise – describe why you're calling to generate interest.

THE QUALIFICATION

Shift into starting a dialogue by asking impactful questions and searching for details about their decision makers.

THE BOOKING

Create urgency during the dialogue by requesting an appointment today.

Your approach for opening a call will vary slightly based on the type of lead you're connecting with.

This framework acts as a boilerplate, not a rigid script. Make sure to put your own spin on this. When you find something that works particularly well, be sure to share it with your business development team.

Let's walk through what a good sales call conversation will look like for your BDRs

The Greeting

> *Hello [lead's name]. This is [your name] from [your company].*

This is where you can impress them or turn them off. You want to tailor your greeting to who you're speaking to. Make sure you use their name and lead into the reason for your call.

The Reason

> *I'm calling today because we help people [list the pain points you help your customers solve].*

How to Position Your Reason for Inbound Leads

Inbound leads are people who converted in some way that aligns with your inbound marketing efforts. For example, they downloaded an ebook or signed up for your webinar. Start with the simple greeting line, stating who you are and what company you represent.

Then, give them a brief pause so they can acknowledge you, before leading into the purpose of your call.

> *The reason I'm calling is that I noticed you [action taken on your website] around [timeframe of their action]. Does that ring a bell?*

Again, give them a few moments to respond.

> *I was calling to follow up and see how I might be of assistance. If I might ask, what were you looking for help with when you [action taken on your site]?*

This is a polite, direct way of getting to the heart of why they're engaging with your brand.

How to Position Your Reason for SQL Inquiries

Many companies qualify a lead as an SQL if they "raise their hand" in some way, like filling out a form on your contact us page. For these types of leads, you want to start with a more direct introduction.

> *Hey [lead's name], I'm reaching out because you submitted a request to talk with someone about working with [your company name]. I'm here to help you with that. You mentioned that you are looking for help with [reference their specific inquiry]. Can you tell me more about what you're looking for?*

They might not have a clear answer. If that's the case, you can follow up with reiterating the purpose of your call.

> *I'm reaching out because you submitted a request to talk with someone about working with [your company]. Can you tell me what prompted you to reach out to our team?*

Pause to allow them to answer, then express appreciation and dive deeper.

> *Thanks for sharing that with me. It sounds like we could be a good fit for each other. Would you mind providing me with a high-level overview of your business?*

The Qualification

> *Let me ask you, I noticed that you [describe actions they took on your website, which you can see if you're using a CRM to track their activity on your site]. What made you want to explore that topic?*

At this point, the lead can provide some context behind their actions and explain why they were researching your brand. You can then lead into a series of questions related to the products or services you offer.

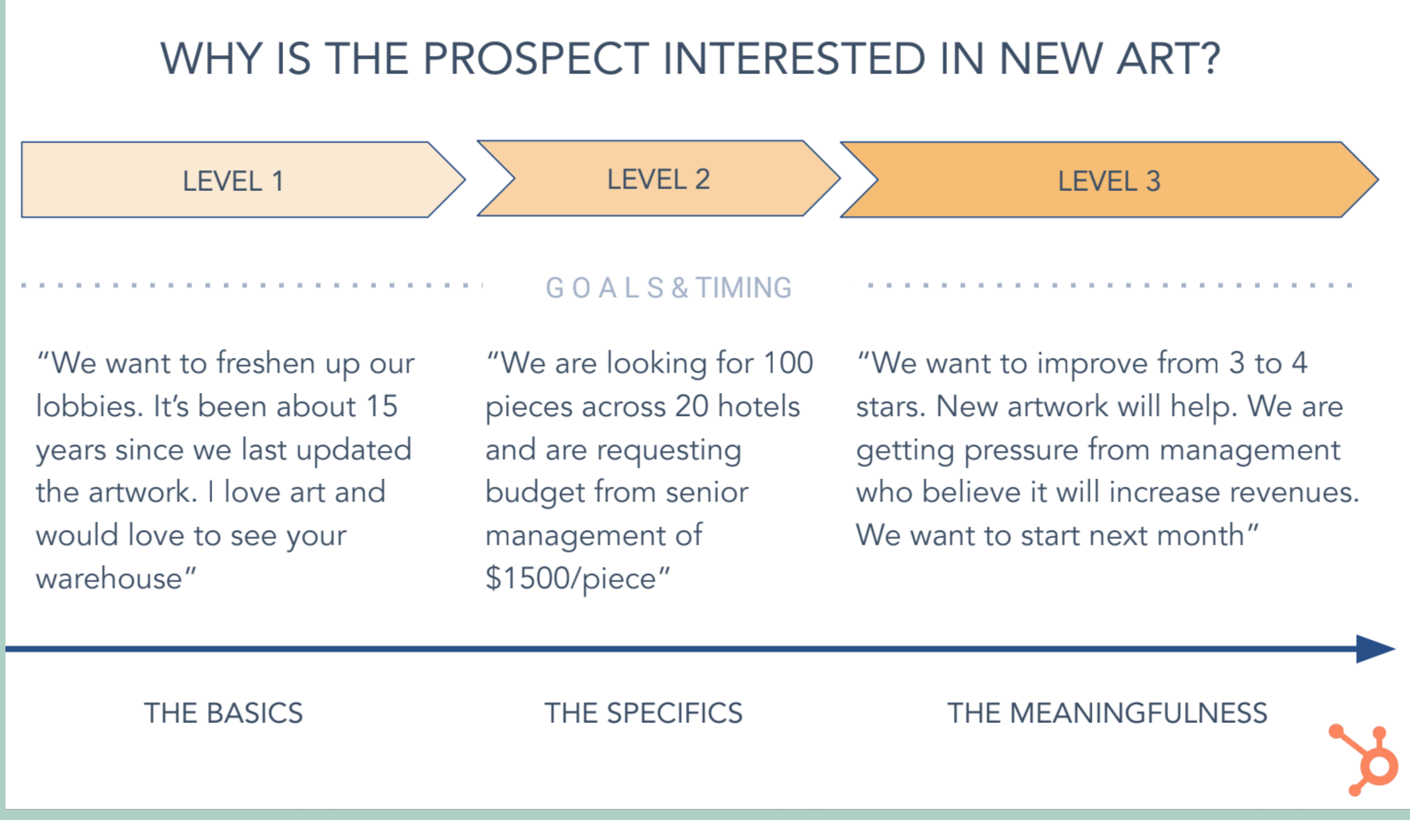
For example, if you sell software, you can ask them, "What tech stack are you working with? Is it working for you?" You're looking to discover some key lead intelligence by asking a series of questions.

There are three types of questions to consider.

- The Basics – Surface level questions about their current circumstances.
- The Specifics – More nuanced questions centered around specific details of what they need and what their priorities are.
- The Meaningfulness – The deepest questions looking for their "why," specifically what solving their pain point means to them.

Let's say you're selling artwork, and your ideal buyers are leaders in corporate hotel companies. In the first level of questioning, your reps can gain a general understanding of where they are right now.

With the second level of questioning, your team can uncover the details surrounding what they actually want to purchase. And in the last level, you see what it all actually means to them on a personal and business level.



If you can get to the heart of the matter for them, you'll be so much further ahead. Having a business challenge is one thing, but knowing how that pain impacts their life both personally and professionally is key to making a real connection that will likely result in a closed sale.

Giving the personal and professional impact of the challenge to your sales team will be like giving them the key ingredient to their recipe.

As you are having a conversation, it is essential that you practice active listening. Remember, you are listening to understand, not listening to respond. While it may slow you down, a best practice in sales is to slow down to speed up.

How to Gain Information From Gatekeepers

Most often, you are going to encounter gatekeepers. This is obvious because most decision makers are high ranking leaders who are not spending a lot of time researching solutions on their own.

But this is a great opportunity for you to gather more information. You want to start with a similar introduction as you would with inbound leads and SQL inquiries, then segue into questions about how to engage their decision makers.

For example, ask questions like the following:

- What are the best dates and times to reach the individual?
- Do you get a lot of incoming calls from other folks besides sales? If so, what are the most common questions you get?

This is an opportunity to learn more about your lead's company. Remember, everyone you speak to at the company has a part to play. Take the time to have conversations with them and build that human relationship.

The Booking

Base this part of your prospecting call on what questions you ask and the answers they provide. Use that context to then shift toward booking time with them. For example:

> ***If I could [describe the metric you will help them hit], would you take 10 to 12 minutes to learn more?***
>
> ***Great, other than yourself who would be involved in influencing or making a decision on a project like this?***

Wait for their answer.

> *When would you be available? Are you available this afternoon?*

> *Good, is there any reason you would not be available (next open date and time)?*

How to Handle Objections

Objections are going to happen frequently. The key with objections is not to let them slow you down. Address it and keep going.

When someone tries to rush you off the phone, your impulse will be to speed up. Don't do it. Use the best practice we covered: Slow down to speed up.

Remember, in sales conversations, the person who has the greatest emotional control has the highest probability of achieving their desired outcome. Feel the emotion, rise above, and choose your response.

There are three steps to take when you're facing objections, which we call the ADA framework.

- **Acknowledge: Reiterate that you understand what they are saying.**
- **Disrupt: Deliver an unexpected statement that mixes up the conversation.**
- **Ask: Reframe your question in a different way that makes them think more.**

For example, if your lead says they are busy, you can respond by saying something like:

> *I understand. People in your position have a lot to handle with packed schedules. That's exactly why I think it's important for you to invest your time to meet so we can explore how to lighten your load. Are you available for 15 minutes tomorrow at (time)?*

Cold Outreach Emails

You need to leverage your marketing and sales software to build automated sequences that include personalization.

Follow the 3 R framework for writing cold outreach emails for leads who are dated or rated as a high marketing qualified lead (MQL).

Here's a breakdown of the 3 R's:

RELEVANT

Start with a greeting that speaks directly to the lead's interests and needs. Show that you've done research, and consider referencing another customer who your lead would actually care about.

REWARD

Include an asset that delivers value, like a blog post or video. Get straight to the point and provide them with a summary of the findings within the asset that you know they will care about, like a specific section of the blog post.

REQUEST

End with a single call to action, and make sure it's simple. Instead of simply asking for a 15 minute meeting, inquire if the reward resonated with them before encouraging them to book time.

This best practice for cold emails remains true – always make sure the email is about them, not about you.

The Business Development Touchpoints

Here's an example of all the engagements your business development team could be executing over the course of many weeks:

DAY 0

(within 1 hour of call)
Thank you email

1 DAY OUT

"I have an actionable idea to implement for your business" email with an invite to Zoom call to review

- Call them as well to get them to meet with your rep to discuss the big idea.

3 DAYS OUT

Email with video offering valuable information and contact information

4 DAYS OUT

Email with relevant case study

5 DAYS OUT

"I thought of you" email with a link to an article, infographic, or some piece of information that would be relevant

- This is a great opportunity to make a phone call to follow up after sending the resources.

10 DAYS OUT

Invite them to an upcoming webinar or another relevant event that's happening in the next 30, 60, 90 days

14 DAYS OUT

Email with links to some information to content specific to their industry's goals or challenges

21 DAYS OUT

Send a screenshare video highlighting key benefits of your products or services relevant to their industry and role

- This is ideal for reps to call before sending the email to make sure they've been receiving the emails.

30 DAYS OUT

Follow up with the same invite to the webinar or another event that can help them

- Reps should call at this point to make sure the prospect received the invite.

After these touchpoints, you can mark them as "not connected" in your CRM, then wait to engage them until they take more action on your website.

It's important to note that you should tailor this process to your own business and make it fit your needs. Additionally, remember that business development is just one component of your overall sales strategy. While you're executing your inbound sales strategy, you need to know how business development fits into your process.

Uniting Business Development and Inbound Sales

The inbound sales methodology prioritizes buyers and focuses on their pain points, goals, needs, and interests first.

When you're executing inbound sales techniques, your team is getting in front of your target audience at the early stages of their buying journey. You're aiming to build trust at the start, creating an experience that aligns with what your ideal buyer wants, as opposed to simply forcing your messaging down their throats.

Business development doesn't need to be overly disruptive and forceful. By focusing on the prospect and truly embodying a sense of service, business development can be a cornerstone of your inbound strategy.

When you build a business development program, you're proactively engaging with people who may have shown interest in your business in some way. These outreach tactics align perfectly with the connect stage of your inbound sales strategy.

Start executing business development now so your closers stay busy meeting with qualified opportunities and closing new business.

How Business Development and Sales Enablement Work Together

There are many companies that adopt sales enablement strategies alongside business development to streamline their sales process, focusing on the most qualified opportunities and closing more deals at a higher rate.

Let's take a step back and look at how both of these differ.

Business Development vs. Sales Enablement

Business development involves qualifying leads, which cuts down the time and resources your sales team spends on engaging with people who won't be ready to buy from you. Your business development team conducts outreach to all your leads to gauge when they're ready to talk to your sales team.

Essentially, when you build a team of BDRs, you're separating roles within the sales department to get your revenue engine running on all cylinders. Your closers can focus on closing, and your BDRs can focus on building a pipeline for your closers.

The world of sales enablement consists of equipping your sales team with the tools, information, and knowledge they need to close more new customers. Marketing often provides sales with content to support their efforts in building and nurturing prospect relationships.

How Business Development and Sales Enablement Tactics Align to Achieve Goals

The most common obstacles that slow down business growth involve:

- Aligning marketing and sales on defining qualified leads.
- Reducing the time being spent on closing new customers.
- Reducing customer acquisition cost.

Goal	Business Development Actions	Sales Enablement Actions
Achieve sales-marketing alignment on lead qualification.	Prioritize outreach based on ideal customer profiles and lead data.	Create an SLA with marketing to establish a lead handoff process.
Reduce time spent on closing new customers.	Book high quality leads to meet with account executives, while screening out bad fit prospects.	Teach sales account executives about closing tactics.
Decrease the cost of acquiring new customers.	Ensure qualified leads arrive for their meeting with account executives.	Provide training and collateral for account executives to close leads into customers.

As you can see, both kinds of tactics work well together to support your sales process and maximize the ROI of your efforts.

- To align your teams on lead qualification, marketing and sales create a service level agreement (SLA), outlining lead management processes and streamlining your lead handoff process. Your BDRs use this lead qualification framework established in the SLA as a way to prioritize who to reach out and how to measure fit.

- To speed up the process of closing a customer, your sales leadership team teaches your closers about effective closing techniques. Your BDRs focus on identifying and screening out bad fit prospects while setting meetings with the right leads who are ready to be nurtured and closed.

- To reduce customer acquisition cost, your sales leaders continue providing ongoing training centered on closing tactics, and your BDRs follow up with SQLs when they book meetings to ensure that each SQL actually attends the meeting.

Adopt both strategies to crush your revenue goals and continue driving business growth.

THE BUSINESS DEVELOPMENT TEAM CHECKLIST

The ultimate goal for all your teams in your company is to generate revenue.

That involves your marketing team building brand awareness and attracting your target audience to your company, your sales team nurturing prospects and closing deals, and your customer service team supporting and delighting your new and returning customers.

Bridging the gap between when a person becomes a lead and when lead becomes a customer is where business development plays a vital role.

With a strong team of passionate reps and driven leaders, your business development process can give your revenue stream the jumpstart it needs to accelerate the growth of your company.

Follow this simple checklist to start building your business development team:

- [ ] Finalize your business development process document.
- [ ] Set up your marketing automation and sales software.
- [ ] Establish your business development team structure.
- [ ] Hire your business development managers and BDRs.
- [ ] Provide new hire onboarding and training.
- [ ] Set your KPIs and measure employee performance on an ongoing basis.
- [ ] Develop and distribute sales battlecards for your reps.
- [ ] Create your lead qualification framework and prospect fit matrix.
- [ ] Document your strategy for gathering and organizing lead intelligence.
- [ ] Develop and share call frameworks for your team.
- [ ] Outline each touchpoint and activity for your business development process.
- [ ] Provide ongoing professional development opportunities and training for your sales team.

There you have it! Your team is ready to start filling your pipeline with qualified leads and scheduling appointments for your account executives. The next step is to start driving revenue and growing your business.

Fill Your Pipeline Fast and Fuel Revenue

Learn more about how to implement your business development strategy and start increasing sales with a free sales process consultation.

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