

Marketing-Sales-Business Development Trilogy



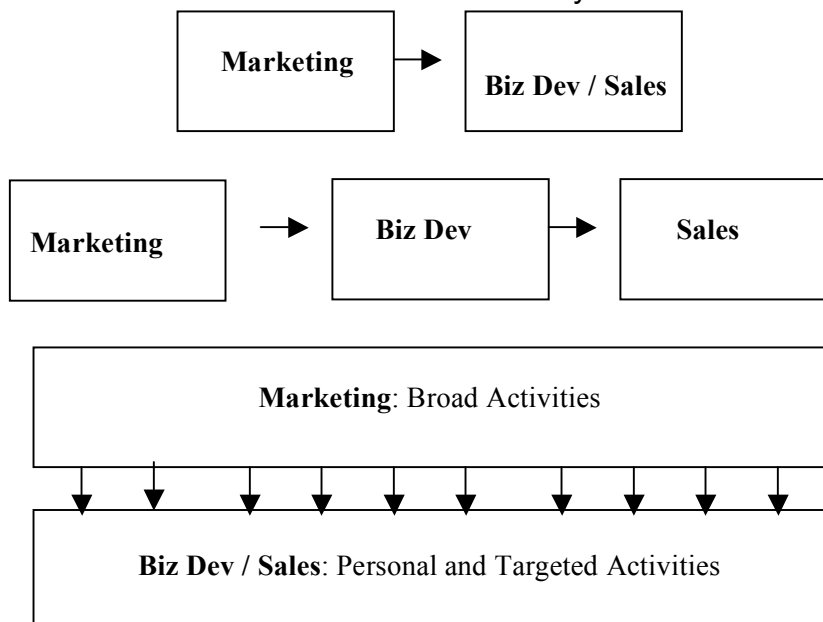
For some industries, especially professional services, “business development” is a euphemism for “sales”

Questions for Discussion:

- How do you define “business development”?
- Do you think it’s the same thing as “sales” or not? Why/why not?
- Where does business development fit within an organization or within a sole proprietor’s business model?
- Does business development happen after marketing? Does it happen the same time as marketing? Should it be outsourced to another professional? Should it be a separate department?

As noted in Chapter 6 of my book, *Sales is Not a Dirty Word*, I personally view business development a fancy word for “sales”. Some consider business development as a more strategic process of developing deeper relationships, creating strategic alliances and quite possibly an entire step before the “sales” process begins.

Here’s some visual models to consider. What does your model look like?



Suggested Reading:
Biz Dev 3.0
Changing Business as We Know It,
by Brad Keywell