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- Get your business development strategy in place and build a practical step-by-step plan
- Leverage your customer relationships for even greater success
- Go beyond the typical sales cycle
- Develop and implement a partnership strategy

**Anna Kennedy**

*Business development and leadership expert*



# Business Development For Dummies

**Richard Pettinger**

## **Business Development For Dummies:**

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*Business Development for Starters and Dummies* John Cole Ph D,2021-04-08 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 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

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