

## **Clarity on Business Development**

## **How Do You Measure?**

= Poor/Rarely= Excellent/Always

We tend to fall behind our competition and our marketing plan to is not very well structured.  My team does the minimum possible to sell out products or services.  We have no loyal customers.  We have not clear what our target market is.  We are not clear what our target market is.  We struggle to improve our sales, conversion rates and lead generation.  We often receive complaints relating to the treatment of our customers.  We often receive complaints relating to the treatment of our customers.  We do not work on our business development.  Our products and services are usually overpriced.  We do not work on our business development.  Our customer service department does the bare minimum to complete their responsibilities.  When my salary as the owner of the firm breaks even or makes a loss.  It has been over 12 months since our clients had a fee increase.  We tend to act as order takers with our clients and see which of our firm's services are still sold on a county out outperform our competition.  We have a clear marketing plan to outperform our competition.  We have a clear sales process, and all salespeople maximise it.  We measure customer loyalty, and it is consistently improving.  Our target market is clear, and our marketing efforts attract them.  At a minimum we measure lead generation, conversion rate, and average sale and strive to improve each one.  We have clear customer service standards and everyone who interacts with customers lives by those standards.  We sell on value, service and rarely sell on price.  Our business has future predictability because of our consistency in business development.  We are creative and fun in attracting and servicing our customers.  The net profitability of our firm runs at over 40 percent. Every piece of client work has a budget of time allocated to it.  Every year we implement an annual fee increase for our clients.  We rarely waste time on business development meetings with leads which are going nowhere.
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service-by-service basis.
Even though we tell our clients about the advisory services we offer they rarely seem interested in buying them.  We find it easy to sign up clients to buy our advisory services which we sell as a solution to their problem.
The firm does not have a content plan and very rarely produces any content.  1 2 3 4 5  The firm has a content plan used to regularly produce and share content to help the firm's ideal client progress through their buying journey.

