

Winning More Than Your ~~Fair Share~~

David G. Pugh, PhD
Co-founder and Executive Vice President
Lore International Institute
Durango, CO

Business Development Impact: Where You Win and What It Takes

20%

70%

10%

Opening Game

Middle Game

End Game

Market Analysis
Account Planning
Strategic Planning
Business Planning
Branding

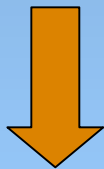
Contact

Account Mgt.
Relationship Mgt.
Perception Mgt.
Opportunity Mgt.
Pursuit Mgt.

RFP

Proposal Mgt.
Presentation Mgt.
Negotiation

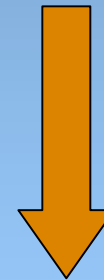
Award



Market
Conditioning



Client
Conditioning



Deal
Conditioning

The Classic BD Gap, aka Chasm

20%

70%

10%

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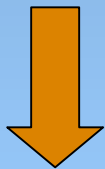
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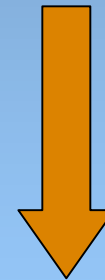
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Client
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Deal
Conditioning

Challenge #1

Answer this question:

**What is business
development?**

Answer this question:

What is a proposal?

Challenge #2

Answer this question:

What does it take to do excellent business development today?

Answer this question:

What does it take to create excellent proposals today?

Challenge #3

Answer this question:

What causes the gap?

Answer this question:

What would it take to close the gap?

Integrating BD and Proposal Management: Why Bother?

Reason #1: Your competitors haven't figured it out. **Yet.**

Reason #2: It is much more difficult for your competitors to observe your **BD behaviors.**

Reason #3: It is much more difficult for your competitors to imitate your **BD behaviors.**

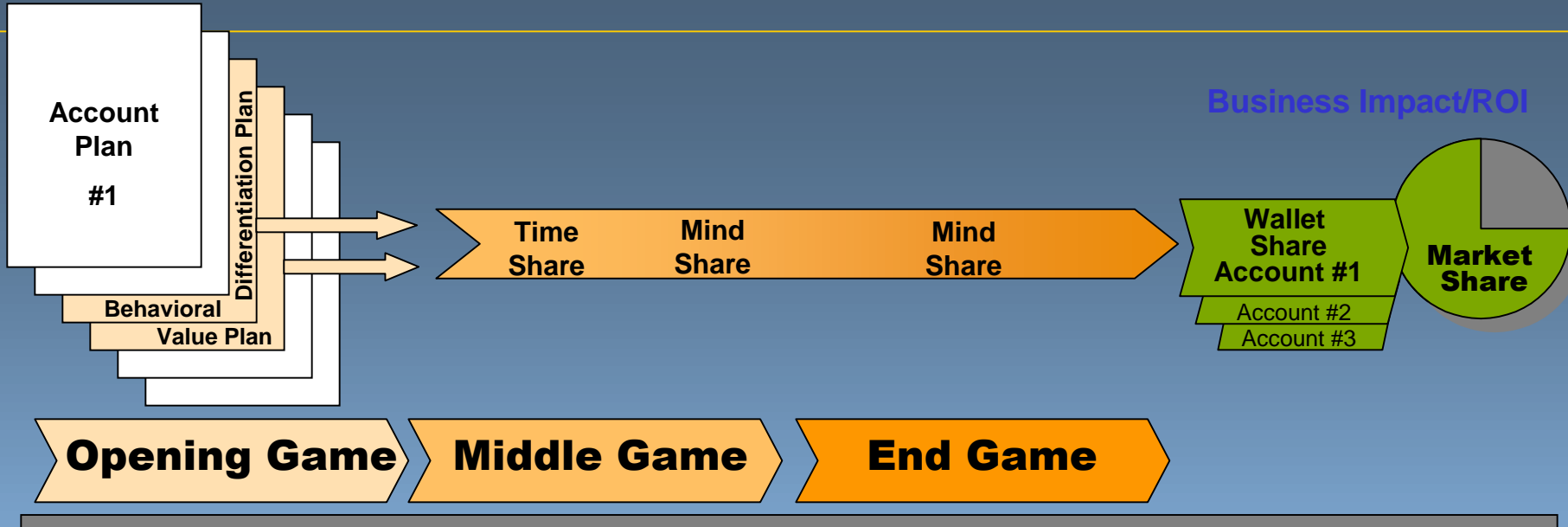
Reason #4: Well executed team-based BD is a powerful competitive weapon.

Challenge (In Two Parts)

As we enter the 21st Century armed with an unprecedented ability to communicate instantly around the world, what remains the #1 driver of sales success?

Working individually, develop a one-sentence answer to this question: How would you define “quality face time”?

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Market Conditioning



Client Conditioning



Deal Conditioning

Consultative (Behavioral) Selling

Goals

What do you want to achieve?



**Achievement
Value**

What is it worth to you?



Issues

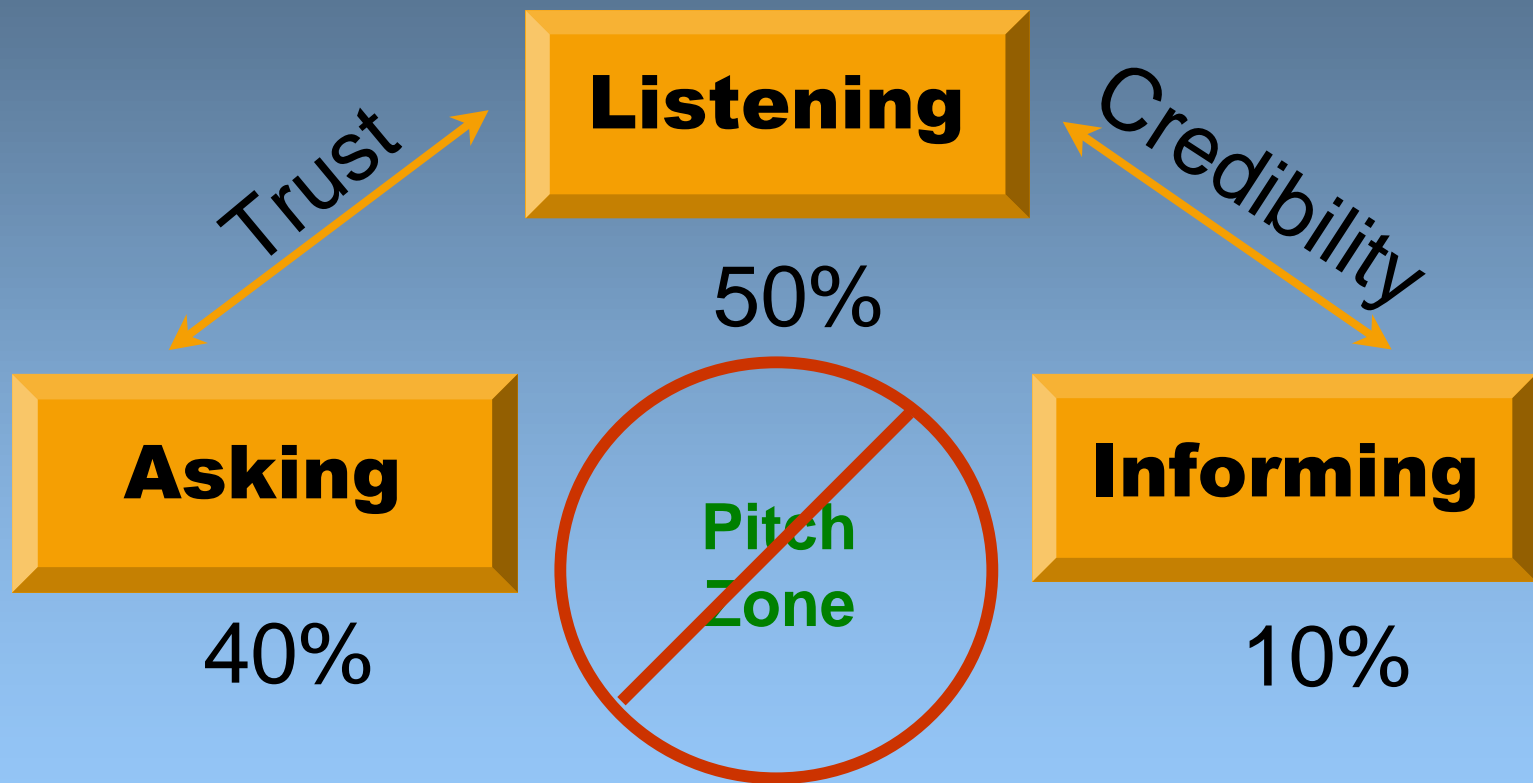
What are your key
issues & concerns?



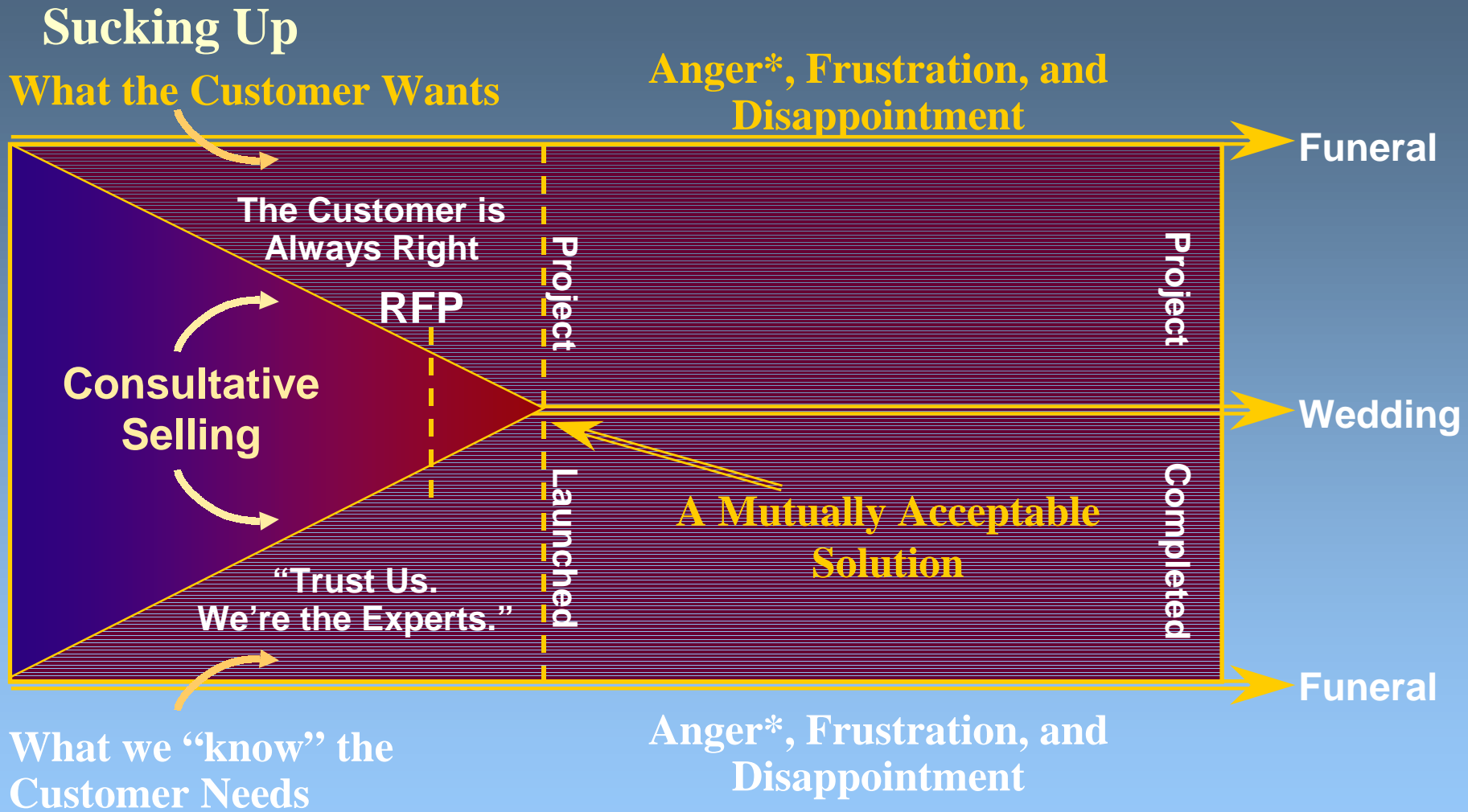
Needs

What do you
need to
achieve your
goals?

The #1 Consultative-Behavioral Skill: Listening



Two Funerals and a Wedding



* = An angry customer stays angry for 8-12 years

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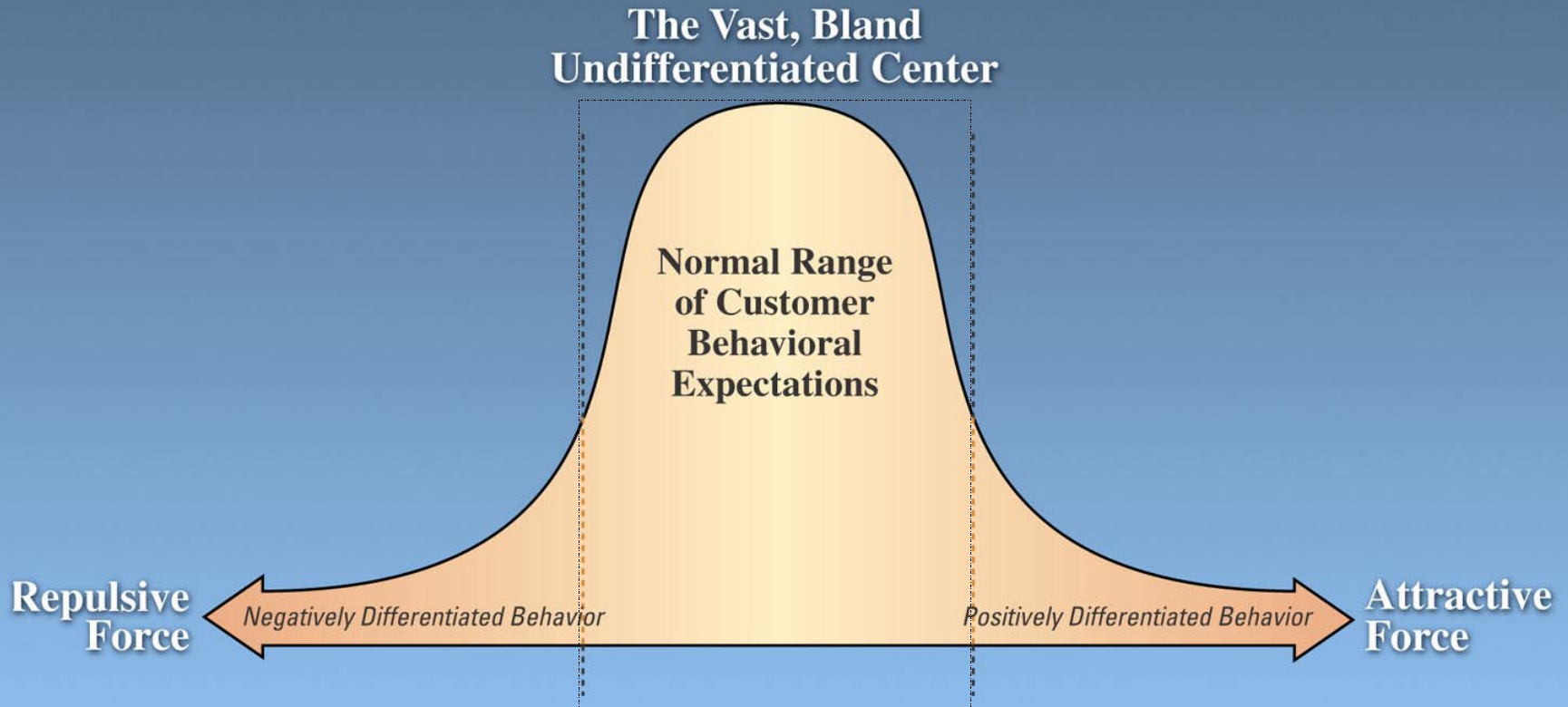
BD²

**Behavioral Differentiation in
Business Development**

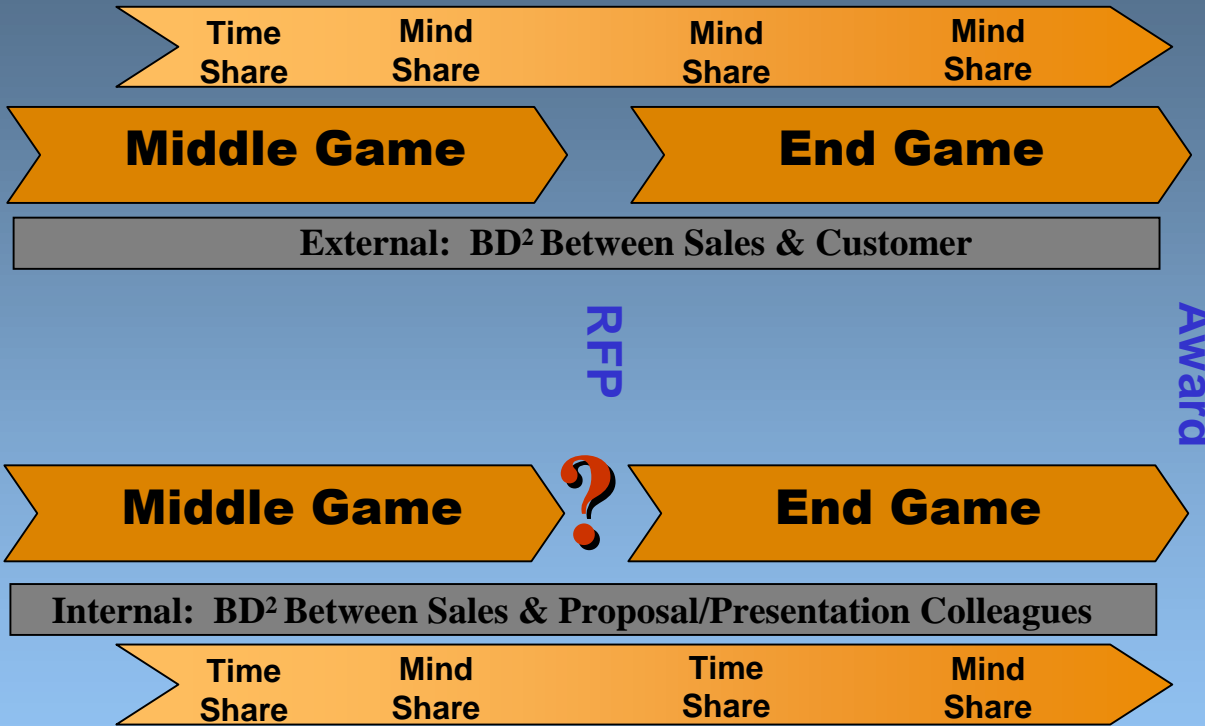
Four Types of BD² (Proposals? Presentations?)



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Business Impact/ROI

