



# EXAMPLE DOCUMENT

## BUSINESS DEVELOPMENT STRATEGY Q1

Development of a Business Development Strategy to deliver outlined goals and achieve placement within the market.

# I N D E X

## 1. INTRODUCTION TO THE STRATEGY

- 1. What is a Business Development Strategy?*
- 2. How is a Business Development Strategy built around your business?*
- 3. How does this strategy work?*
- 4. Saint Global Marketing*

## 2. COMPANY INTRODUCTION

- 1. Company Introduction*
- 2. Company Details*
- 3. Designated point of contact*
- 4. Company History*
- 5. Situational Analysis*
- 6. Current Budget Per Channel*
- 7. Client Identified AOI*
- 8. Company Goals (SMART Short Goals)*
- 9. What is the dream? (Long Term Goals)*

## 3. CURRENT MARKET POSITION

- 1. Marketing Intelligence (Overview)*
- 2. Mission Statement*
- 3. Core Values*
- 4. Unique Selling Point*
- 5. Client Persona & Target Market*
- 6. Geographical Operation Zones*
- 7. Brand Reputation*
- 8. Competitor Analysis*
- 9. Brand Partnerships*
- 10. SWOT Analysis*
- 11. Media Audit Results*

I N D E X *CONTINUED*

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- 2. Solutions Implemented (Timeline)
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- 3. Archive



- SECTION ONE -

# INTRODUCTION TO THE BUSINESS DEVELOPMENT STRATEGY



# WHAT IS A BUSINESS DEVELOPMENT STRATEGY?

Collins Dictionary describes a Business Development Strategy as *"a general plan or set of plans to identify, nurture and acquire new clients and business opportunities to drive growth and profitability."*

What does this mean in real terms? mixed in with the digital world we live in?

A Business Development Strategy coordinates a concise structure to a businesses performance in terms of sales and marketing with attentive analysis, identifying a range of strengths, weaknesses, opportunities and threats while carefully allowing you to place timed and selective collateral in your customer journey to develop stronger relationships, greater awareness and reduction of waste.

Beyond its technical aspects, a Business Development Strategy embodies the pride and passion you have for your business. It represents the values held by the Directors, shaping every interaction throughout the customer journey.

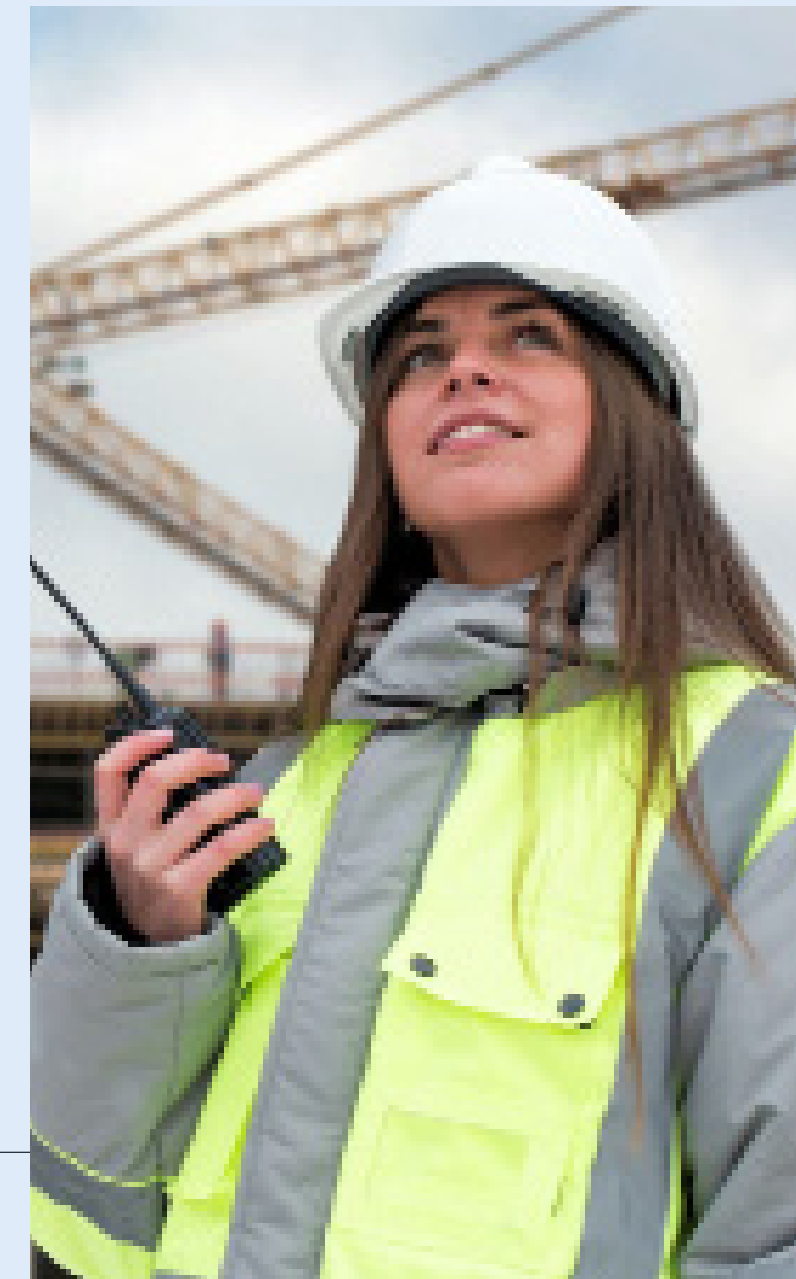
Undeniably, the digital revolution has irreversibly transformed marketing dynamics. Rather than businesses dictating what clients should think, individuals now rely on each other for information and reviews, spreading them rapidly across various

platforms. The sheer volume of interactions per second exceeds previous records, rendering conventional marketing theories timeworn.

While these theories still hold relevance within the strategic framework, their true effectiveness is only realised when transitioning from classroom theory to practical implementation. As a company, it is imperative to have a clear direction, supported by a robust strategy, to thrive and excel amidst the fierce competition of the digital world.

Neglecting the strategic guidance of marketing values and final delivery to clients is tantamount to neglecting the business itself. Further neglect, manifested through lack of investment or belief from owners, only exacerbates the situation. In today's dynamic landscape stagnation quickly leads to a noticeable decline within two years as energy dissipates and doubt replaces it.

An often unnoticed advantage of a well-crafted Saint Business Development Strategy is not only it's ability to communicate a fresh and positive message to both potential and existing clients but it plays a pivotal role in attracting and retaining high-calibre staff, as they are drawn to the values and confidence of an energised company that stands as a formidable player in the field.







# HOW DO YOU DEVELOP A BUSINESS DEVELOPMENT STRATEGY?

In our initial discussions, we take the time to understand the unique position of your company. We do not simply rely on industry-standard playbooks that may not fully capture your specific needs and objectives.

The construction industry is incredibly diverse, with even minor shifts in client base leading to vastly different requirements. While other sectors can often adopt bi-annual or longer marketing planning strategies without significant financial or budgetary implications, construction operates differently. A client we closely collaborated with just two years ago can easily become a distant memory as projects reach completion. From the moment we lay the first brick, each step brings us closer to the project's conclusion.

While certain strategies may be applicable to specific sectors, construction demands a comprehensive approach that encompasses multiple facets simultaneously. To construct an effective framework for your company, we draw upon well-established resources, theories, and analyses, including:

- SWOT analysis
- AIDA model
- SSS (SAINT SEALED SYSTEM)
- 8 P's of construction marketing
- Porter's Five Forces
- SOSTAC planning framework
- PESTLE analysis
- Ansoff Matrix
- SMART Goals Methodology
- Growth Share Matrix

By leveraging these resources and incorporating a deep understanding of your business, we develop a comprehensive framework that considers your present situation, your current client relationships, and anticipates future developments as you evolve within the industry.



# HOW DOES THIS STRATEGY WORK?

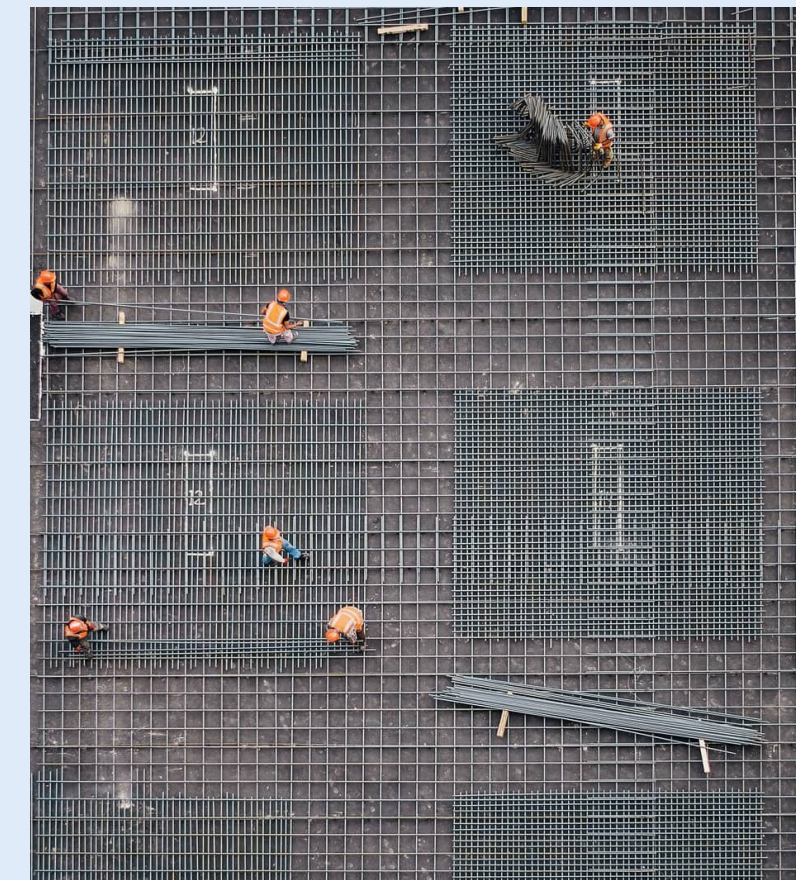
The strategy implementation follows a tailored approach that aligns with your specific needs.

It begins with a comprehensive discovery and deep dive into your company, establishing a solid foundation. Subsequently, we transition to the offensive stage, where we deploy tactics that disrupt the market and drive the outlined desired outcomes. These tactics are continuously assessed and refined through regular review meetings.

**Within the offensive phase, we address key elements, including:**

- **Objectives:** Clearly defined goals, target audience, identified opportunities, and exploration of new areas.
- **Timeline:** Mapping out project milestones and operation timelines to ensure smooth execution.
- **Review:** Soliciting feedback from clients, analysing Key Performance Indicators (KPIs), discussing current challenges, and celebrating recent successes.
- **Channels:** Evaluating and optimising of current marketing channels and their effectiveness.
- **Data Reports:** Examining data sets such as SEO performance to gain insights and guide decision-making.
- **Technical Work:** Implementing necessary technical enhancements within internal systems for seamless operations.
- **Input from Others:** Collaborating with the Business Intelligence Department (BID) team and Virtual Assistants (VAs) to leverage connectivity within the business.
- **Commentary and Action Plan:** Providing commentary on progress, identifying areas for improvement, and developing a clear action plan for the next phase from your Marketing Account Manager.
- **Other Considerations:** Incorporating relevant elements like Public Relations (PR) strategies, as needed.

Once your Business Development Strategy has been developed, the next crucial steps involve its deployment and ongoing monitoring. To ensure the most accurate and "real" data on what is working, we conduct quarterly workshops (every three months) allowing for continuous monitoring and performance guidance.







# SAINT GLOBAL MARKETING



## Dedicated to Supporting Construction Businesses

"The construction industry is unlike any other. We understand your business, your goals and the challenges that you face in the industry. We work with you to implement highly effective solutions to drive success and consistency.

**We are the High Impact Agency that you have been looking for."**

- In-depth Industry Knowledge.
- Tailored approach at a fraction of the cost.
- Measurable Results to keep you informed at all times.
- Our focus on the industry allows us to deliver solutions that make a impact.

**Take Action**



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- SECTION TWO -

# COMPANY INTRODUCTION

This document is to represent the extensive value that the Saint Business Development Strategy delivers. The final document is uniquely built to your company.