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BUSINESS DEVELOPMENT STRATEGY

BRIEF DOCUMENTATION

The Saint Business Development Strategy is designed to strengthen your long-term growth trajectory with accurate reporting, metrics and guidance by your side.

INDEX

1.1 | Introduction To The Strategy

1.2 | Development Strategy

1.3 | How Does It Work?

1.4 | What Does the Strategy Look Like?

1.5 | Measuring What Matters

1.6 | Strategy Timeline

1.7 | Power Growth

"Business development is not about pushing for more sales; it's about building the right relationships, creating long-term value, and opening doors to opportunities that drive sustainable growth."



WELCOME TO YOUR BUSINESS DEVELOPMENT STRATEGY

WHAT IS A BUSINESS DEVELOPMENT STRATEGY?

Collins Dictionary defines 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."

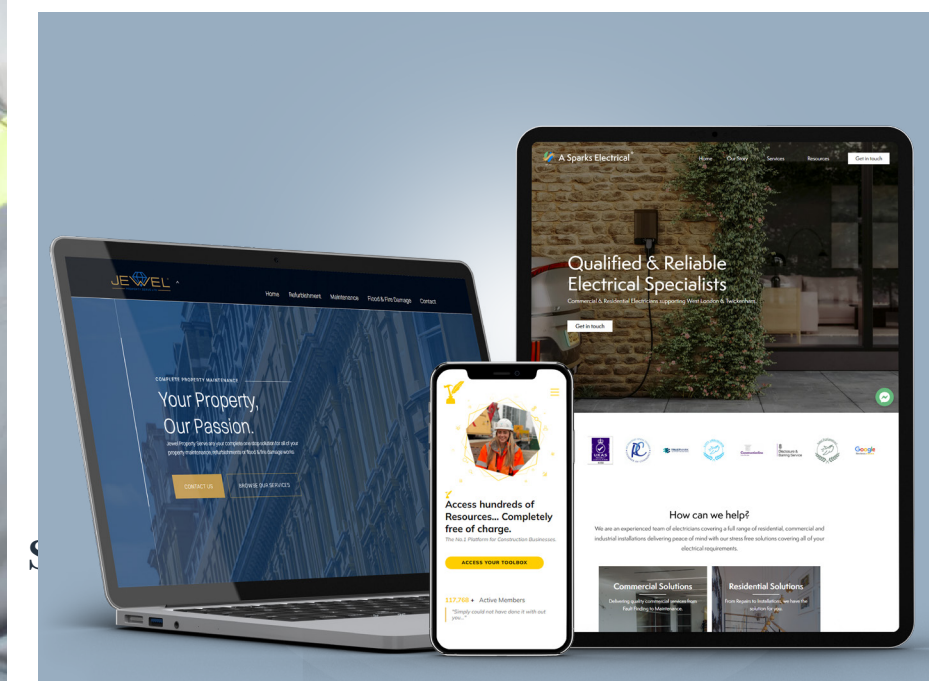
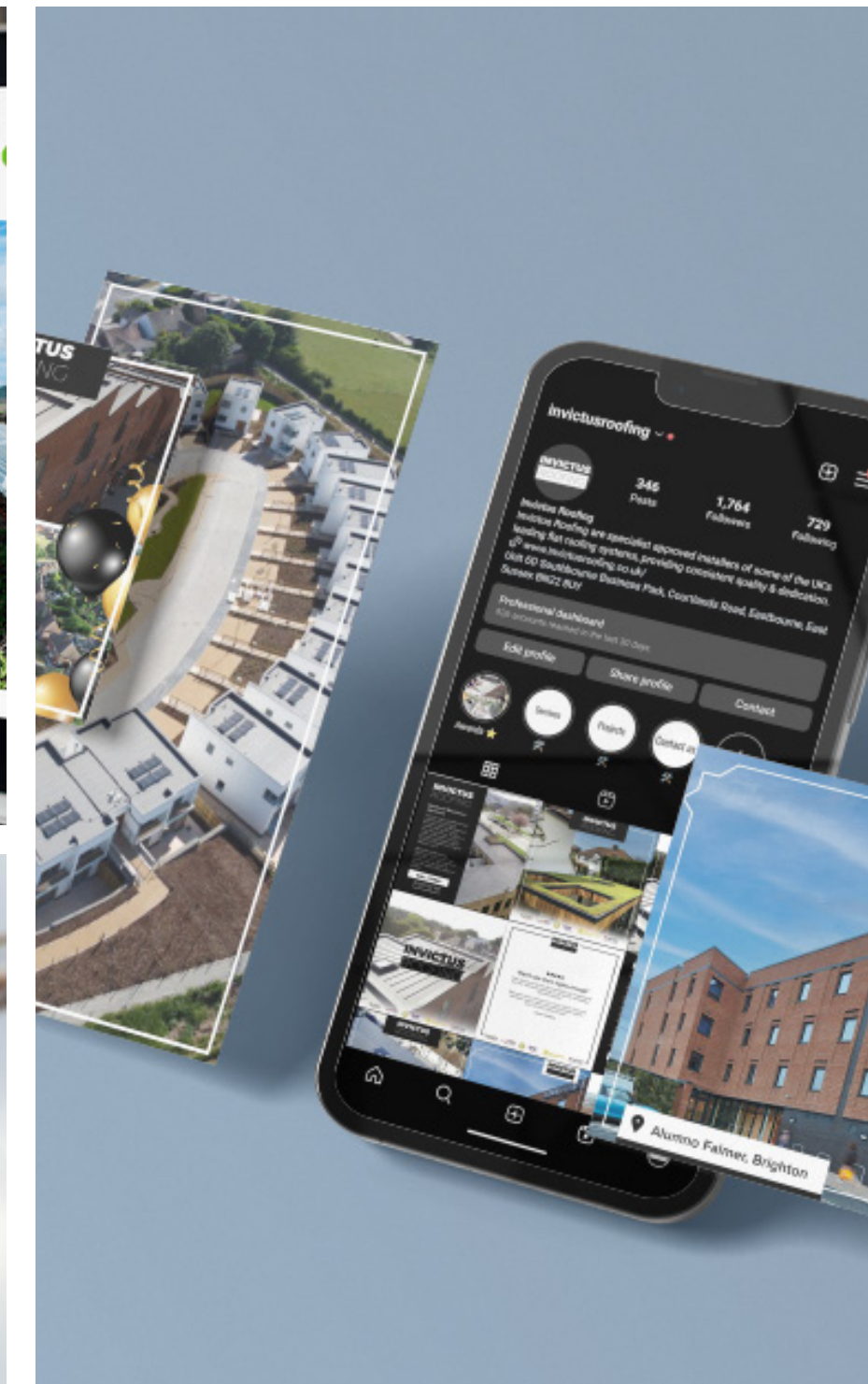
But what does this look like in practice?

A Business Development Strategy provides a clear, structured approach to improving sales and marketing while aligning all departments for sustainable growth. By analysing strengths, weaknesses, opportunities and threats, it guides timely, strategic actions that strengthen customer relationships, boost brand awareness and reduce inefficiencies.

Beyond its technical elements, it reflects the pride, passion and values of its leadership, shaping every stage of the customer journey.

The digital revolution has transformed marketing, making many traditional methods outdated. While core strategic principles still matter, their value comes from practical application, not theory alone.

In today's competitive market, a clear direction backed by a strong strategy is essential - the strategy becomes the business's datum point. A well-crafted Saint Business Development Strategy adds an often-overlooked benefit: Quarterly Workshops. Unlike the standard "report and forget" approach, these sessions ensure action, accountability and continuous progress. They keep your business aligned with objectives, adapt to change and maintain a strong market position.





HOW DO YOU DEVELOP A BUSINESS DEVELOPMENT STRATEGY?



We begin with a Strategic Kickoff, taking the time to thoroughly understand your company's unique position. We don't rely on generic industry playbooks that may not fully reflect your specific needs and goals.

The construction and built environment sector is highly diverse, where even small changes in clients lead to very different requirements. Unlike other industries that can plan marketing bi-annually or less often without major budget impacts, construction moves fast. A client you worked closely with two years ago may no longer be relevant as projects complete. From the first brick laid, every step brings the project closer to its end.

While some strategies suit certain sectors, construction requires a broad approach covering multiple aspects at once. To build an effective framework for your business, we draw on proven 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?

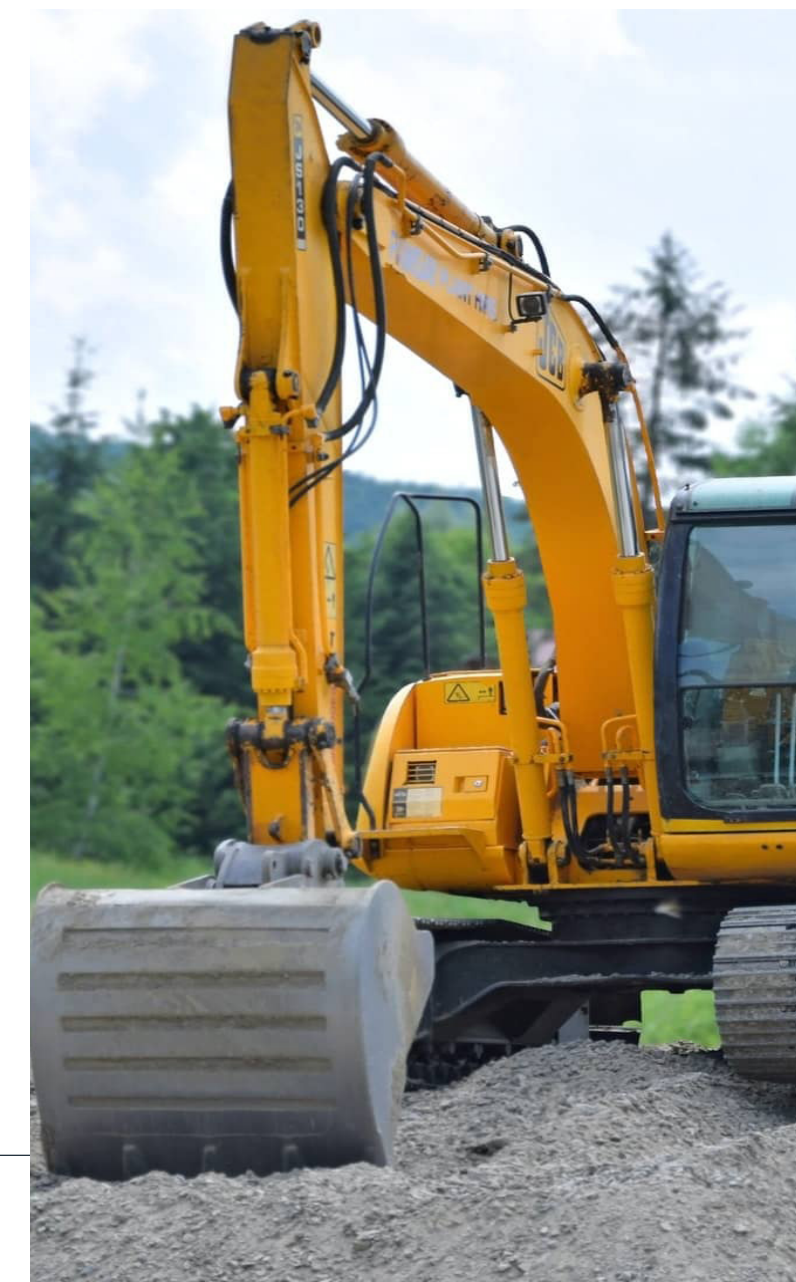
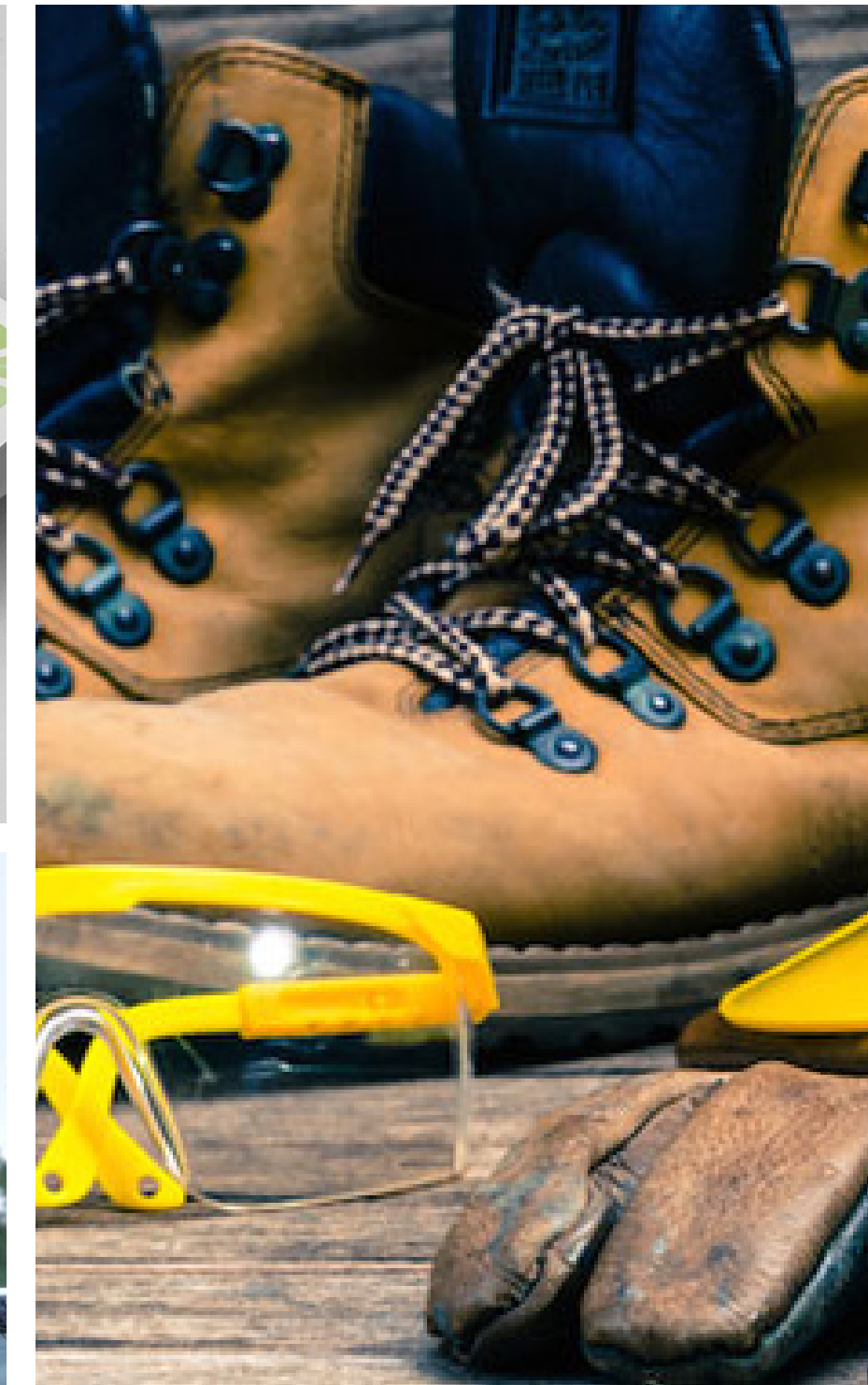
The strategy implementation follows a tailored approach aligned with your specific needs.

It starts with a comprehensive discovery and deep dive into your company to build a solid foundation. We then move to the offensive phase, deploying tactics designed to disrupt the market and deliver the desired outcomes. These tactics are regularly reviewed and refined through ongoing meetings.

In the offensive phase, we focus on:

- Objectives: Clear goals, target audience, opportunities and new areas to explore.
- Timeline: Mapping project milestones and operational schedules for smooth execution.
- Review: Gathering client feedback, analysing KPIs, discussing challenges and celebrating successes.
- Channels: Assessing and optimising current business development channels.
- Data Reports: Examining performance data to guide decision-making.
- Technical Work: Implementing technical improvements to internal systems for seamless operation.
- Input from Others: Collaborating with your team and partners to leverage business connections.
- Commentary and Action Plan: Providing progress updates, identifying improvements and setting a clear action plan from your Senior Strategist.
- Other Considerations: Including relevant elements like PR strategies where needed.

After developing your Business Development Strategy, the next key steps are deployment and ongoing monitoring. To capture the most accurate and practical data, we run quarterly workshops to ensure continuous monitoring and guidance.



WHAT DOES THE STRATEGY LOOK LIKE?

Now, you're probably wondering - *What does my strategy actually look like?*

Meet your Saint Dashboard, your all-in-one command centre for growth.

It's not just where your business development plan lives - it's where you can see everything that drives your success in one place:

Track OKRs and KPIs: Set ambitious goals, measure progress, and keep your team focused.

Task Management: Create, assign, and track tasks so nothing slips through the cracks.

Market Intelligence: Get real-time construction industry insights, competitor analysis, and trend data for smarter decisions.

Business Development Log: Record every milestone, activity, and relationship, with impact tracking built in.

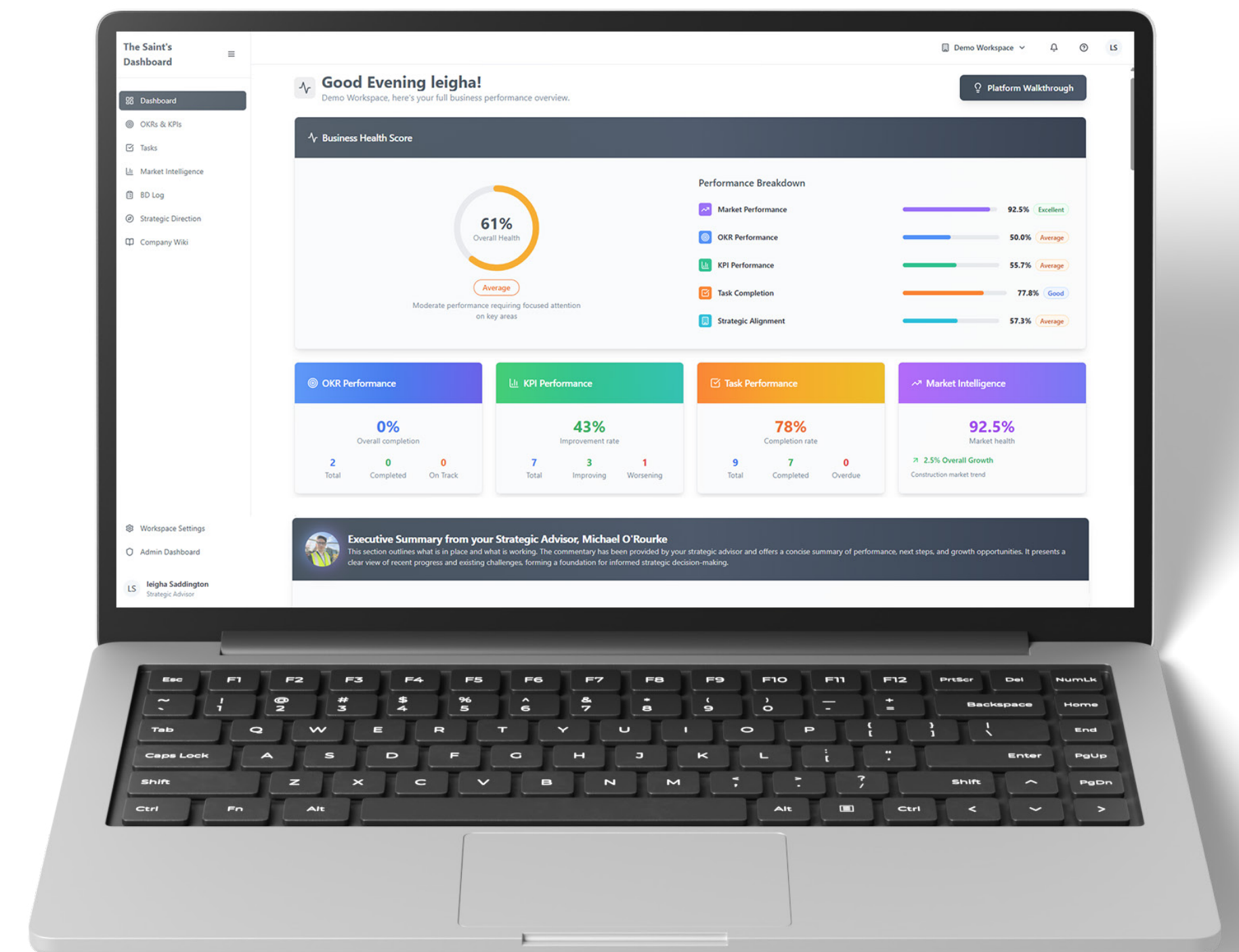
Strategic Direction: Keep your big-picture vision front and centre while aligning day-to-day actions.

Company Wiki: Store processes, templates, and resources so your team can work smarter together.

Business Development Strategy: Centralised, actionable, and always up to date.

Business Health Score: Instantly see how your business is performing overall and where to focus next.

And the best part? You can see it for yourself with our live demo - step inside the platform, explore every feature, and see how your strategy, tasks, insights, and results come together in one place.



Try Out The Live Demo

MEASURING WHAT MATTERS

KPIs

We track core performance indicators such as project completion, margins, client satisfaction, and capacity. These highlight where the business is performing well and where immediate improvements are needed. By acting on these insights, we can reduce inefficiencies, increase profitability, and improve service delivery.

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Dynamic KPIs

Unlike static measures, dynamic KPIs shift with business needs. If capacity is underused, we prioritise client acquisition. If profitability dips, we focus on efficiency and margin protection. If churn rises, we target client experience. This adaptability ensures the business always concentrates resources on the most impactful areas, driving sustainable growth.

Turning Data Into Action

All of these measures are captured in a live dashboard, giving real-time visibility across the business. This ensures decisions are based on current performance, not assumptions. By centralising data, the dashboard creates accountability, highlights opportunities, and allows us to respond quickly - keeping the business agile, efficient, and focused on growth.



READY TO POWER YOUR GROWTH?

You've worked hard to grow your construction business, and now you've reached a pivotal moment - considering your next steps and it's led you to this very point. But where do you see your business positioned in the future? What comes next?

Now is the time to set yourself apart from the competition. Build genuine connections with your customers by partnering with a dedicated business development team that integrates seamlessly with your business. Establish trust, raise brand awareness, boost sales, and position yourself as a leader in the industry.

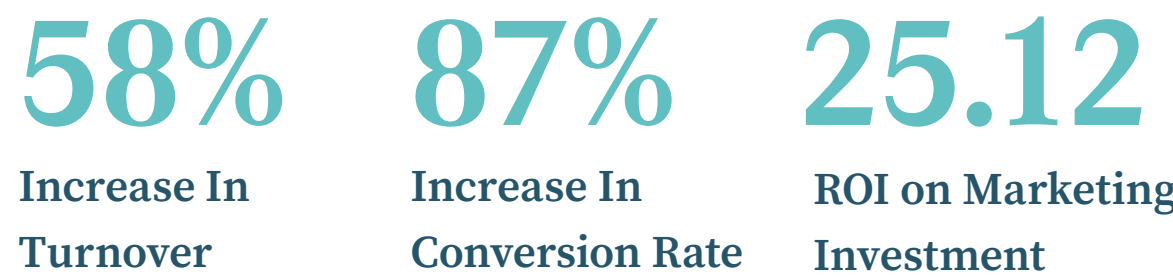
The results speak for themselves. Every client who has partnered with us for a business development strategy continues to benefit from quarterly workshops. That's the power of what we offer.



Absolutely Flawless! Director of an FM Firm, Nottingham

"After doing lots of research into various companies, I decided to go with Saint as they really understood what I was looking to achieve. From our first meeting, my partner and I knew that this was going to be a long great working relationship. The knowledge and work ethic of the team is second to none.

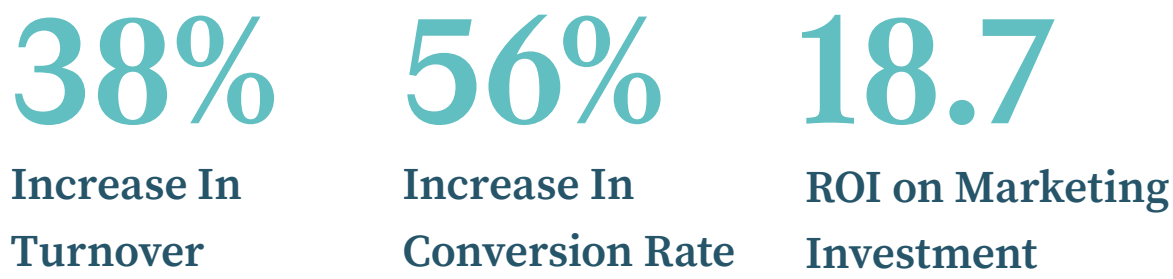
The business has had a massive change over the last 6 months, from being 100% word of mouth, we have leads coming into the business when needed and we have had consistent growth month on month. Couldn't thank Saint enough."



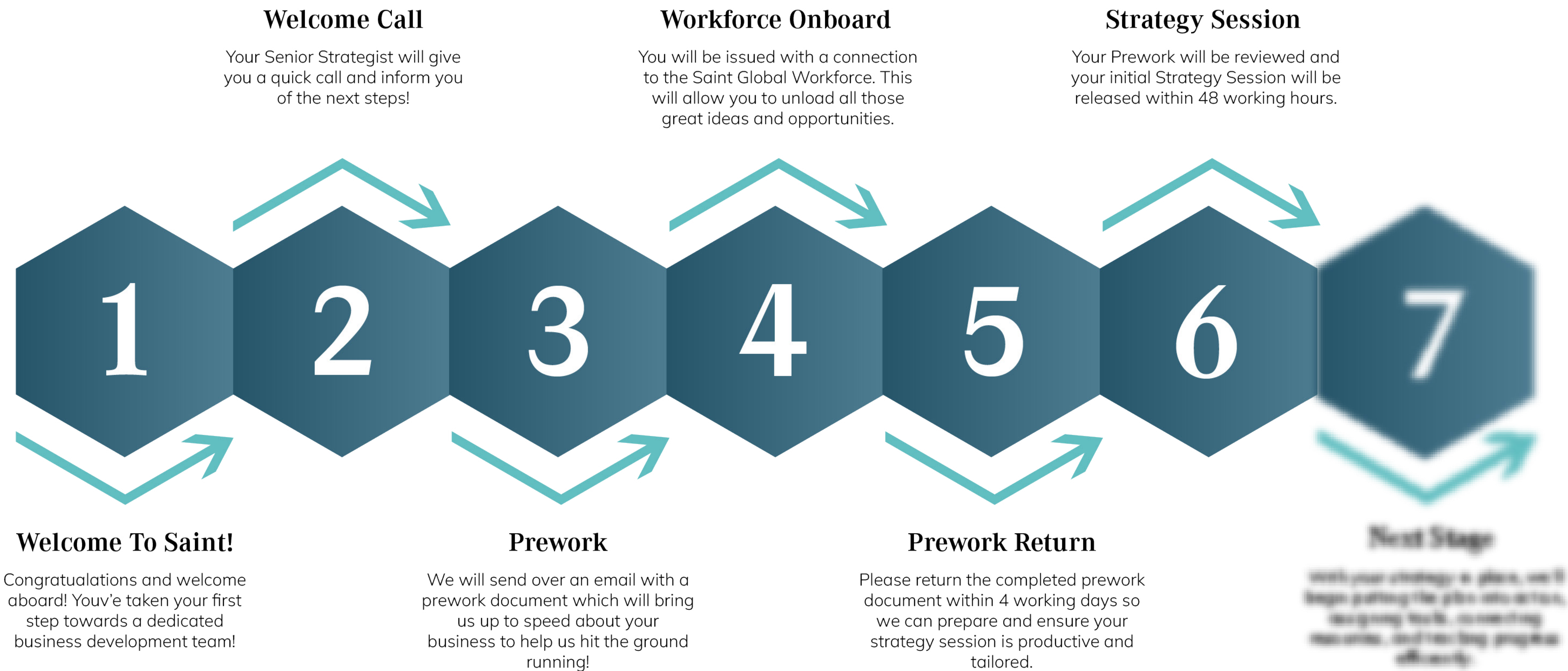
Fantastic team, fantastic results. Electrical Contractor, Bristol

"We've been working with the Saint Team over the last year now, and the Momentum Engine has really been a significant turnaround within my business. While sales were great prior, there were big gaps in workflow. We got so caught up in a project when it was completed, that we felt like we were right at the start again, a real Groundhog Day moment.

The Saint team have delivered an incredible amount to my business, consistency within workflow and so much more."



UPCOMING TIMELINE





READY TO TAKE ACTION?



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 an impact.

Take Action



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