



## Don't Get Left Behind: Growing Your Company Through Business Development

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**This session is eligible for  
1.5 Continuing Education Hours.**

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- Attend 90% of this presentation
- Fill out the online evaluation for this session



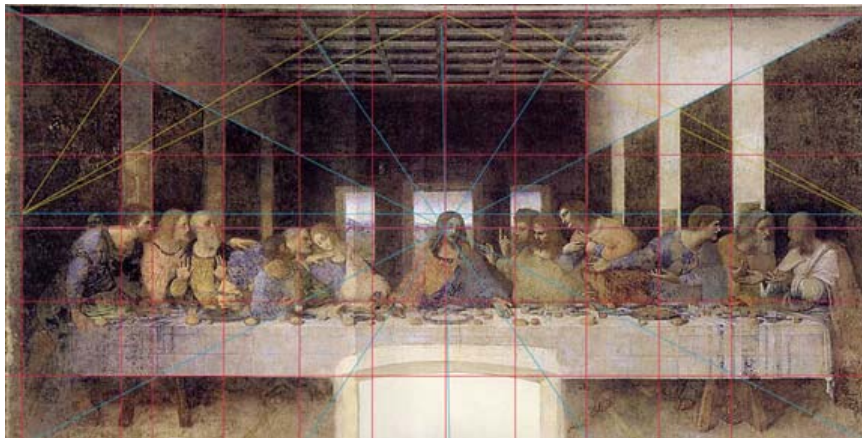
## Alternative Title

*The Art and Science of Business Development*



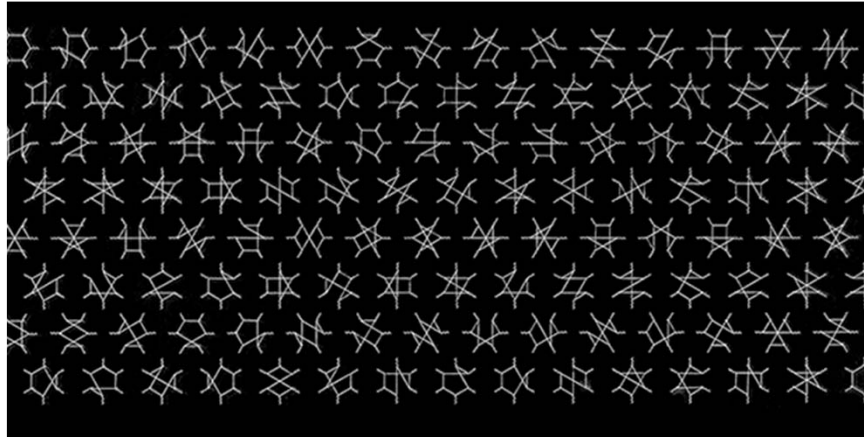
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Last Supper  
Leonardo da Vinci



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## 120 Feynman diagrams of 6-photon scattering Edward Tufte




## Part I: The Art of Business Development

- Attire
- Networking
- Etiquette
- Image

## The Art of Business Development


Attire

- Hygiene
- Clothing
  - ✧ Right for the occasion
  - ✧ Clean
  - ✧ Fits
  - ✧ Over vs. Underdressed



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### LEVEL 5 | BASELINE CASUAL



Nice T-shirts or casual collared shirts.

Dark and elegant denims.


Tasteful sneakers.



Tidy and fitted T-shirts, blouses, or sweaters.


Clean and crisp denims.

Elegant sandals.



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**LEVEL 4** | **MAINSTREAM CASUAL**



Shirts and sweaters in a variety of colors and patterns.

Slacks or corduroy pants.

Relaxed but elegant shoes.



Short-sleeved tops, maybe with vests.


Fashionable combinations of tops, vests, and skirts.

Open toe shoes.

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**LEVEL 3** | **EXECUTIVE CASUAL**




Brightly colored or patterned shirts and ties.

Sports coats and jackets.

Dressy slacks.

Loafers or monk-strapped shoes.



Brightly colored shirts.

Bigger and unique jewelry and accessories.

Fashionable jacket and skirt.

Closed toe pumps.

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**LEVEL 2** | **TRADITIONAL BUSINESS ATTIRE**

Traditionally patterned shirts and ties can be more brightly colored.

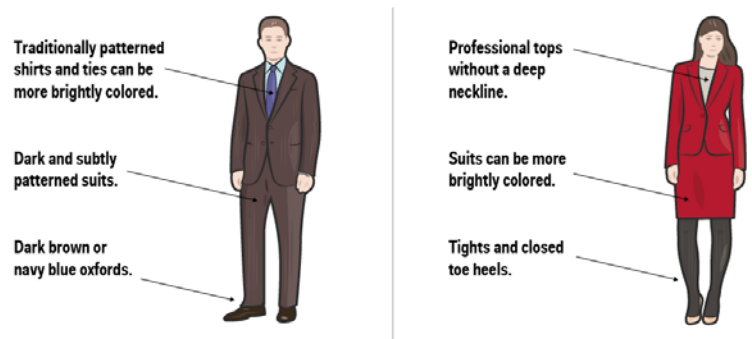
Dark and subtly patterned suits.

Dark brown or navy blue oxfords.

Professional tops without a deep neckline.

Suits can be more brightly colored.

Tights and closed toe heels.



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**LEVEL 1** | **BOARDROOM ATTIRE**

Crisp white dress shirts and modest ties.

High quality accessories.

Dark charcoal gray or navy blue two- or three-piece suits.

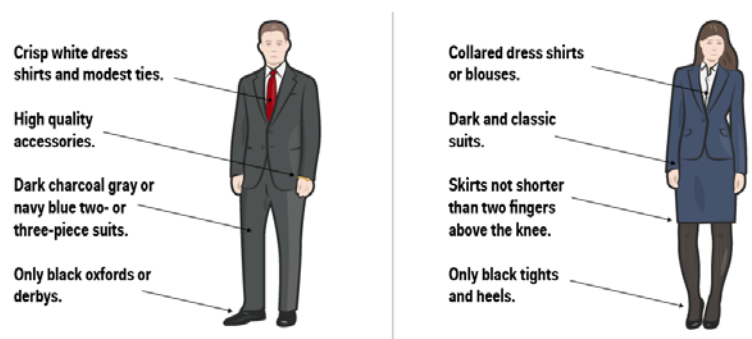
Only black oxfords or derbys.

Collared dress shirts or blouses.

Dark and classic suits.

Skirts not shorter than two fingers above the knee.

Only black tights and heels.



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## Resort Casual



## The Art of Business Development

### Networking

- It's all about Relationships and Trust
- Get out and Meet People.
- Industry (NECA, Trade Shows, Conferences)
- Community (Business Chamber, Non-Profit Boards, Rotary Clubs, Boy/Girl Scouts, Habitat for Humanity)

## The Art of Business Development

### Networking (cont.)

- Showing up is not enough
- Must talk to people
- Forbes Etiquette Guide: How to Work a Room



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## The Art of Business Development

### Networking (cont.)

- See yourself as the host
  - ✧ Make eye contact and smile (not creepily)
  - ✧ Active, not passive
  - ✧ Make people feel comfortable
  - ✧ Talk to and introduce people



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### Networking (cont.)

- Make Small Talk
  - ✧ Easy to dismiss it's importance
  - ✧ Builds trust
  - ✧ Can't start heavy, i.e., religion, politics, etc.



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### Networking (cont.)

- ARE Method
  - ✧ Anchor – Observation or Light Pleasantry
  - ✧ Reveal – Something about yourself (trust)
  - ✧ Encourage – Ask a question/Make comments



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## The Art of Business Development

### Networking (cont.)

- More Questions than Comments
- Don't interrogate
- Listen!!!
- What should I talk about?



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## The Art of Business Development

### Networking (cont.)

- FORM
  - ✧ Family
  - ✧ Occupation
  - ✧ Recreation
  - ✧ Motivation



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## The Art of Business Development

### Etiquette

- Be On Time!
- Communication:
  - ✧ In Person – Tone, Volume, Language
  - ✧ Email – Tone, Volume, Language
- Don't make inappropriate comments



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### Etiquette (cont.)

- Mind personal space
- Receptions and Dinners – table manners
- Don't drink to excess
- Body language, gum, cell phone, fidgeting
- Carry business cards



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## The Art of Business Development

### Image

- Real and Virtual (Social Media)
- Professional
- Problem Solver
- Confident and Capable
- Trustworthy



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## Part II: The Science of Business Development

- Research
- Planning
- Business Development
- Customer Engagement
- Marketing
- Management Considerations



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## The Science of Business Development

### Research

- Participate in market research activities
- Monitor Electrical industry-related market information
- Read relevant construction industry and energy related publications
- Monitor federal, state, and local regulatory matters and code issues



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## The Science of Business Development

### Research (cont.)

- Monitor social, demographic, cultural, and economic trends
- Read marketing reference materials
- Gather data using interviews, surveys, and focus groups
- Stay connected



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## The Science of Business Development

### Planning

- Strategic planning sessions
- Develop a vision statement
- Develop goals and objectives
- Select target markets



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## The Science of Business Development

### Planning (cont.)

- Analyze market data
- Conduct a SWOT analysis
- Create a marketing plan, budget, and goals



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## The Science of Business Development

### Business Development

- Create business development strategies\*
- Research prospective client industries
- Pre-qualify both clients and projects
- Build a relationship with prospective clients
- Maintain contact databases



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## The Science of Business Development

### Business Development (cont.)

- Maintain relationships with past clients
- Measure client satisfaction
- Address client satisfaction issues
- Participate in client activities
- Develop client-specific business development plans
- Develop project-pursuit or capture plans



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## The Science of Business Development

<p style="text-align: center;"><b>Business/Work Opportunities &amp; Partnerships</b></p> <p style="text-align: center; border: 1px solid blue; border-radius: 50%; padding: 5px; display: inline-block;">Find New Customers Expand Existing Customers</p> <ul style="list-style-type: none"> <li>New Customer Relationships/Bid Opportunities</li> <li>Existing Customers- new market tools &amp; education &amp; Bid Opp.</li> <li>Special agreement targets (CE/CW)</li> <li>Support emerging markets &amp; connect</li> <li>Position NECA-IBEW as SME in relevant sectors</li> <li>Create value early</li> <li>Change negative perceptions</li> <li>Introduce "new" relationships to our Contractors</li> </ul>	<p style="text-align: center;"><b>Policy Input/Elected Leaders Education &amp; Positioning</b></p> <p style="text-align: center; border: 1px solid blue; border-radius: 50%; padding: 5px; display: inline-block;">"Help...Don't Hurt."</p> <ul style="list-style-type: none"> <li>Input for New Policy</li> <li>Protect Favorable Policy</li> <li>SME Testimony</li> <li>Educate on existing proficiencies</li> <li>Educate on workforce readiness</li> <li>Provide key positive "sound bites" to Elected Officials</li> <li>Defend current work</li> <li>Define new work</li> <li>Model Ordinances</li> <li>Model Best Practices for Installation</li> <li>Model tax credits, grants, incentives, and rebates</li> <li>Require certifications in legislation.</li> </ul> <p style="text-align: center; font-size: small;">© 2014 Jennifer Mefford</p>	<p style="text-align: center;"><b>Marketing/PR Outreach &amp; Positioning</b></p> <p style="text-align: center; border: 1px solid blue; border-radius: 50%; padding: 5px; display: inline-block;">Winning "Hearts &amp; Minds"</p> <ul style="list-style-type: none"> <li>External Communications</li> <li>Traditional Media</li> <li>Public Relations</li> <li>Strategic Events</li> <li>Tradeshows</li> <li>Local Energy Summits</li> <li>JATC Open Houses</li> <li>Community Leadership</li> <li>Electrical Safety Information</li> <li>Charitable Giving</li> <li>Website</li> <li>Video</li> <li>Collateral Pieces</li> <li>Grant Partnerships</li> </ul>
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## The Science of Business Development

Customer Engagement

- Conduct a proposal, RFQ/RFP strategy session
- Identify relevant internal staff
- Determine the firm's capability to perform the project
- Determine the value of the project to the firm



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## The Science of Business Development

### Customer Engagement (cont.)

- Investigate history and culture of the project/building site
- Identify firms for teaming/partnering
- Determine the fee structure
- Make a go/no-go decision\*



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## The Science of Business Development

### Customer Engagement (cont.)

- Draft a proposal, RFQ/RFP response
- Develop a matching presentation
- Use desktop publishing software
- Identify presentation personnel
- Arrange for audio/visual aids



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## The Science of Business Development

### Customer Engagement (cont.)

- Identify presentation meeting space and equipment needs
- Identify client hot buttons
- Identify affirmative action and M/WBE opportunities
- Develop a proposal QA/QC process
- Conduct a presentation rehearsal



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## The Science of Business Development

### Customer Engagement (cont.)

- Present your presentation (*3 V's of Communication – Vocal, Visual and Verbal*):
  - ✧ *Vocal refers to sound quality*
  - ✧ *Visual refers to body language, visual aids, appearance, and attire*
  - ✧ *Verbal refers to message content*



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## The Science of Business Development

### Customer Engagement (cont.)

- Conduct a post-award debriefing regardless of outcome
- Develop a proposal close-out process
- Ask for customer feedback



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## The Science of Business Development

### Marketing

- Develop corporate identity
- Develop a unique value proposition
- Plan trade show activities
- Maintain a press list
- Develop a communications plan



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## The Science of Business Development

### Marketing (cont.)

- Develop a social media plan
- Maintain a web presence
- Develop and place advertising
- Create electronic, photographic, and video promotional materials



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## The Science of Business Development

### Marketing (cont.)

- Develop corporate entertainment strategies
- Represent the firm at external events
- Draft press releases
- Draft newsletter or journal articles
- Prepare case studies



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## The Science of Business Development

### Management Considerations

- Supervise marketing and support staff
- Communicate and coordinate across departments and/or branch offices
- Develop an internal communications program
- Conduct marketing and BD training for administrative staff
- Conduct marketing and BD training for technical staff



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## The Science of Business Development

### Management Considerations (cont.)

- Develop incentive and recognition systems
- Recruit personnel
- Promote a firm-wide business development culture



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# Questions

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Up Next: Lunch in Biscayne and Chopin

Breakouts resume at 1:30

