

16 Critical Questions for Your Business Development Team

1. Have you identified your **KEY** clients? [KEY clients are those clients that are currently producing the top 80% of your revenue]
2. Do you have a specific plan for maintaining contact with the critical contacts at these clients? [Hint: When is the last time you had a face-to-face meeting – breakfast or lunch – with these clients?]
3. Have you developed a specific list of **TARGET** clients? [TARGET clients are those that can potentially produce the minimum revenue to become a client in the top 80% of your revenue]
4. Do you have a plan for **INTENTIONALLY** developing relationships with critical contacts you have identified in TARGET accounts?
5. Do you have specific annual revenue/profitability objectives? [By team, by project, by quarter]
6. Do you know which projects/clients were not profitable last year - and why?
7. Do you know which types of projects produce the best results for you - and why? [Are you focused on developing business in those areas?]
8. Have you identified the critical, unique aspects of your firm that cause clients to want to buy from you? [Hint: Have you asked your KEY accounts?]
9. Do you have a clear value proposition for the company? One that differentiates you from the competition? [Or is it the same thing everyone says?]
10. Have you trained your team members to effectively communicate your company's value proposition?
11. Does your team know how to "network"? Have they been trained on contact/client development?
12. Do you have a plan for developing specific relationships for new contacts at industry (or association) meetings? [AIA, DBIA, AGC, ACEC, etc.]
13. Does your team meet following successful projects to "debrief" and develop new ideas?
14. Does your team debrief after lost opportunities to identify your strengths and weaknesses, and do you adjust accordingly?
15. **Do you meet weekly (or at least monthly) to review progress on your specific business development objectives? [Contacts made, next steps, potential opportunities]**
16. **Has your team met to review and discuss the 15 questions listed above?**