

Business Development Checklist

The logical extension of the Marketing Mix Pyramid is a set of quantifiable tasks that would be weighted to the target audience's probable acceptance of the targeted media.

Strategic Planning

Revenue Goals
Marketing Expenses
Sales Action Plans
Staffing Guidelines, VAR's

Marketing Plan
Historic Trends
Industry Review
Policies and Procedures

Competitive Review

Pricing
Market Share
Key Clients, Literature
Positioning, S.W.O.T.

Direct Sales

- ◆ Skills Assessment
- ◆ Skills Training
- ◆ Establishing Quotas
- ◆ Call Activity
- ◆ Booking Pace
- ◆ Account Management
- ◆ Territories
- ◆ Vertical Markets and Segments
- ◆ Account Insulation
- ◆ Planning
- ◆ Scripting
- ◆ Administration
- ◆ Reporting, Controls

Telemarketing, "Building The Pipe"

- ◆ Scripting
- ◆ Target List Acquisition
- ◆ Call Goals
- ◆ Account Transfer Procedures
- ◆ Administration
- ◆ Reporting

Web Site

- ◆ Register Domain Name
- ◆ Establish Communications Goals
- ◆ Site Mapping, or Architecture
- ◆ Vendor Review & Selection
- ◆ Production Review, Graphics & Layout
- ◆ Select Internet Service Provider
- ◆ SEO
- ◆ Engineering
- ◆ Measurement of Results

Establishing Corporate Identity

- ◆ Logo Stationary, Business Cards
- ◆ Corporate Brochures
- ◆ Broadsides, Presentation Folders
- ◆ Catalogs, Data Sheets, White Papers
- ◆ Evaluate Need for Toll-Free Service

Direct Mail

- Message Vehicles-
- ◆ Newsletters
 - ◆ Personalized Form Letters
 - ◆ Postcards
 - ◆ Mass Market Territory Mailers
 - ◆ Product Updates
 - ◆ Direct Response Cards
 - ◆ New Releases
 - ◆ Mail House Evaluation
 - ◆ List Management
 - ◆ Direct Sales & A/R Databases
 - ◆ List Brokers
 - ◆ Web Database
 - ◆ Fax Blast Management
 - ◆ E-mail Scheduling (to Opt-Ins Only)

Advertising/Promotions

Advertising by Segment Goals & History

- ◆ Print Newspapers
- ◆ Magazines
- ◆ Trade Publications & Associations
- ◆ Directories & Registries
- ◆ Yellow Pages
- ◆ Internet Banner Ads
- ◆ Airport Diaramas
- ◆ Billboards & Signage
- ◆ Fleet Vehicle Signage
- ◆ Trade Shows- Booth Design, Placement, Giveaways

Production & Placement Considerations

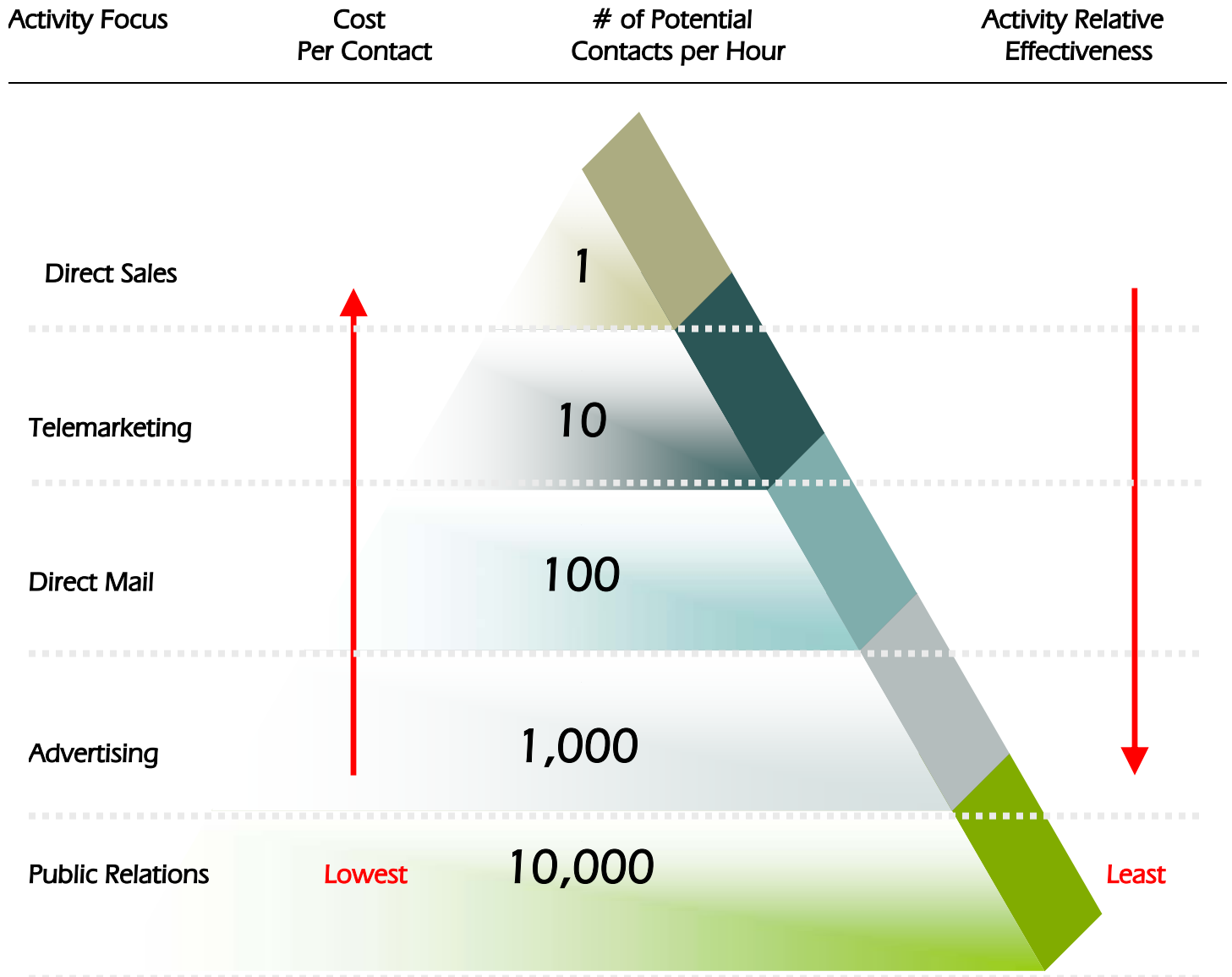
- ◆ Design, Layout, Media Placement
- ◆ Photo/Videoshoot Coordination
- ◆ Seasonal Promotions
- ◆ Client Specials

Public Relations

- ◆ Corporate Fact Sheet
- ◆ Executive Profiles (Bio's)
- ◆ Press List Acquisition
- ◆ Release Submission Schedule
- ◆ Key Contact Follow Up



“Marketing Mix” Pyramid



More Contacts = Less Effective = More Cost-Effective per Contact

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There is a direct impact in cost of acquisition of new clients. The higher the effectiveness of the communications campaign, the higher the cost per contact made.

