



Promoting A Business Development Mindset In Your Company

by Vince Burruolo

703-399-4345

practicalsaleswisdom@gmail.com

<https://www.practical-sales-wisdom.com>

Copyright by VBCS, LLC 2023





To start off, let's answer a basic question: What is a business development mindset?

A mindset, as defined by the Oxford Dictionary, is a set of attitudes and beliefs held. Simply put, it is what we think about a particular topic. In this case, cultivating a business development mindset is about bringing intentionality to what we do to achieve the outcomes we desire.

In terms of your professional life, it is about promoting your services in a way that will allow you to develop mutually beneficial relationships. This is especially true if you are a sole practitioner or work in a profession where you need to cultivate new business without the assistance of a dedicated sales and marketing team. A few professions come to mind, such as attorneys, financial planners and accountants for example. Yet, every organization can benefit.

Why do you need a business development mindset?

We are all in sales. Even if our business card or title doesn't include mention of the word "sales," we are all required to sell ourselves, our ideas and our business if we want to be successful in life. Just look at a small child to see how effective they can be in selling you to do what they want. In a way, we are all born to sell. And some of us were experts from a young age.

Unfortunately, the word "sales" carries a number of negative connotations. Some aspects of the reputation have been earned, while other aspects are simply misappropriated. What we can do, however, is lean into a business development mindset that can help us be active in promoting ourselves, our ideas and our business without actually selling anything.

Can every business benefit from a business development mindset?

Absolutely. The more you can cultivate a business development mindset throughout your organization, the more successful you will be. Just think of the power of everyone in your company being on the lookout for your next new customer. What if everyone was leveraging their relationships, social media and interactions with a mind toward either expanding the relationship or establishing a new relationship? How would such an approach impact your business?

Not everyone has to be "selling" in a traditional manner. The person in accounting answering a question about an invoice for a customer does not need to try to close more business.



However, if during the course of the conversation, they hear the client rave about the service and perhaps has future requirements, don't you want that person to relay that information to your sales or customer service team? Wouldn't you like to know so that you could conduct a follow-up and further clarify that opportunity? The answer is most definitely yes. However, I'll bet you it isn't happening on a consistent basis. That's unfortunate.

While this may seem like common sense to us, are you certain that everyone in your organization thinks the same way? Have they been trained to "bird dog" these opportunities? What is obvious to us is not equally obvious to everyone else. Don't assume. Find out.

How can you overcome the "but I'm not in sales" mindset?

In many organizations, there are people who work with you who don't think it is their job to sell. They are involved in other aspects of the organization and likely have a very incomplete understanding of what effort goes into bringing business through the front door. That's unfortunate. But it is also a great opportunity.

Rather than diminish the lack of understanding, take the opportunity to have a conversation. Reach out to each department in your organization and explain what role they play in creating a positive customer experience, which leads to raving fan customers, who help generate more new business for the firm.

Show them how this is important to their self-interest. How the company uses the revenue to pay their salaries, offer good benefits, grow and ensure the future prosperity of the business. Don't assume everyone can connect these dots. Help them draw the lines to bring clarity to their thinking and understanding.

Once you have their attention, now is the time to start helping them understand how they can play a positive role in cultivating a business development mindset. Ask them to be on the lookout for new opportunities in current accounts as well as how to identify new business opportunities. Show them how leveraging social media or how to be more attentive when talking to friends or new acquaintances can uncover a potential lead for the company.



How do you organize the process?

Once you get everyone thinking about business development, you now need to create a process for them to submit their insights, ideas and leads to the organization so proper engagement can be scheduled. Perhaps a formal leads program where employees submit the name, contact information and a short blurb about the potential. You may even want to tie some compensation to the lead should it turn into business.

Even if the lead doesn't turn into an immediate opportunity, be sure to celebrate the effort. While your sales team is compensated for the results they generate, you should consider a different approach to non-sellers as they cultivate a business development mindset.

Acknowledge every lead to promote the continued effort. Perhaps a small prize or award each week to anyone who submitted a lead. And certainly significant acknowledgment for a lead that translates into business. There is nothing better than recognizing someone at a team meeting and having an executive present them with a bonus check for their efforts.

Your efforts in this regard can help fuel the fire and get more people thinking about developing their own business development mindset.

Time to get started.

Every organization should invest in cultivating a business development mindset in their team members. As businesses face increased competitiveness, it is only logical that you leverage every opportunity to grow your business for continued success. This simple change in thinking can help you take your business to the next level.