

Ground Zero BD

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1. mindset
2. process
3. message
4. practice

my definition of “business development”

marketing + sales + strategy + coaching

prospecting

pipeline

“new”

~~F500 sure bets~~

~~phone is ringing~~

~~ego is safe~~

phone is not ringing (ground zero)

the ego is in danger

situation requiring courage

NO HELP REQUIRED !

~~venture capital~~

~~hot, cutting-edge product~~

~~great account list~~

~~connections~~

~~genetic advantage~~

mindset: “I’m **helping** this person”

selling

courage source

mindset: baseball

optimistic

~~100%~~

30%

mindset: polite comparison

~~the result~~

jealousy

match his/her effort

match his/her sacrifice

yes, I'm deserving/worthy too!

process: tactical BD

- 1) research people,
- 2) make a list,
- 3) call the list

process:

Attempts vs. Result

10 gets avg

100 gets good

1000 gets great

10,000 gets greatest

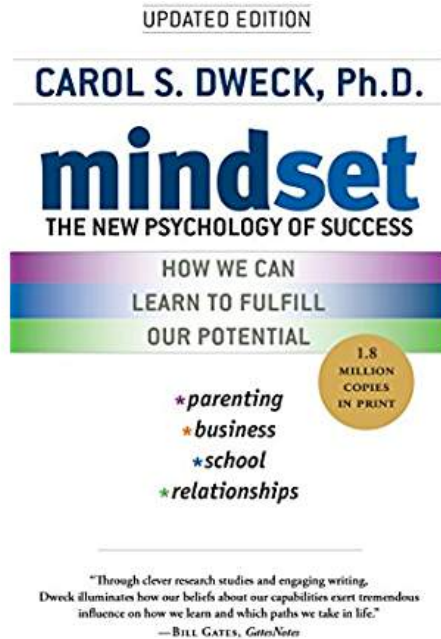
message: troubleshooting

1. the pitch is weak (not memorable)
2. quickly get to “whom else do you do this for”
3. use the pitch to force discipline, solidify the team
4. get them all working on the same math problem

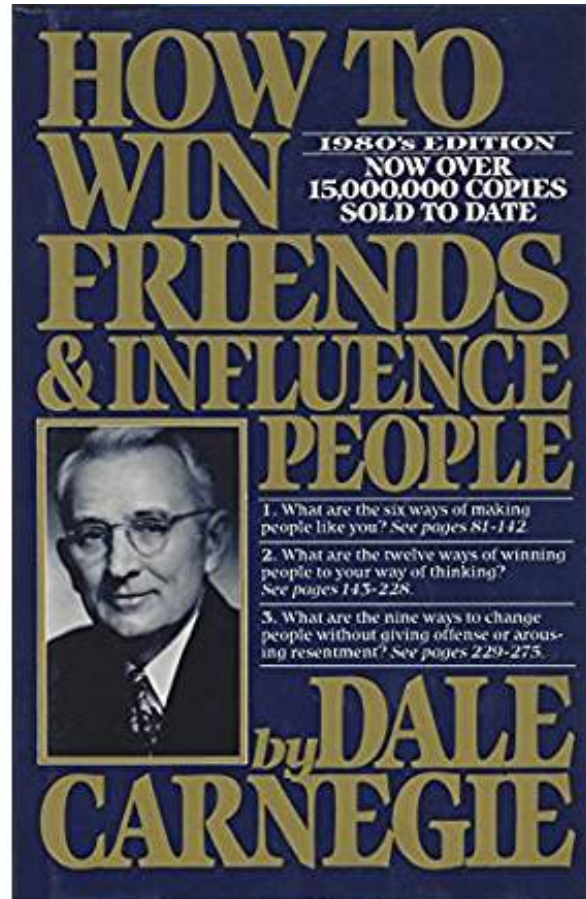
practice:

if you don't practice, you're not good.

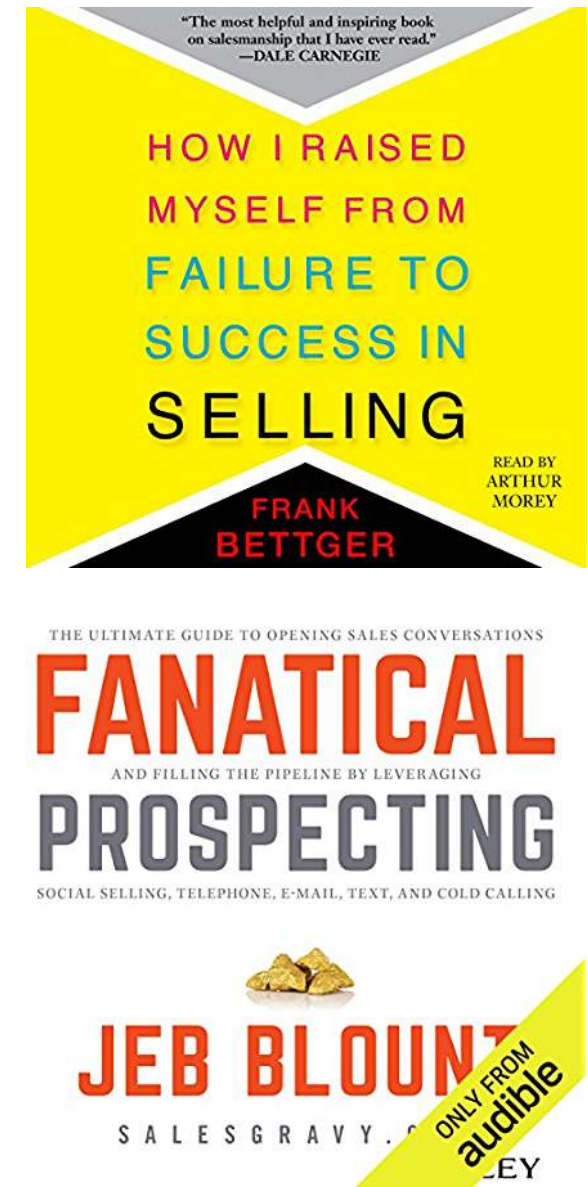
practice: better book Rx



You



Them



The Game

practice:

let others sell you

practice:

get 10 quotes for something

practice question:
who in your life is every week _____?

~~holding you accountable~~
encouraging you

practice:
get a coach (a steady encourager)

~~friend.~~

~~family.~~

~~boss.~~

~~free.~~

the financial relationship brings clarity.

someone you are paying for a result.

an employee.

your first hire.

Questions?

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