



Winning the Business Development Battle Part 4: The Troops

Of course, the most important factor when it comes to winning or losing the business development battle is your troops. They must be loyal, courageous, dedicated and prepared.

You also must be careful to select the right troops. Different battles require different deployments. For some, you may need a small army of foot soldiers. For instance, when responding to an RFP or when a potential Client has a project that requires attorneys from multiple practices or specialties, you may want to send in a pitch team.



Other battles may call for an army of one. When the Client needs precise expertise for an unusual or unique situation, you may want to move in a lone laser-focused sniper who rarely misses, armed with targeted information and ideas.

In other situations, it may be more effective to engage a few top soldiers who are highly trained in special operations. These Special Forces would be called up when a Client has 'bet the company' litigation or a complex deal that simply must go exactly as planned. Situations like these require the best of the best, attorneys whose skills are unquestioned and unequalled. But no matter how you deploy your troops, they must first be adequately prepared and trained.

[To be continued...]