

# Basic Business Development

There are dozens of different activities you can undertake to develop business, from 'schmoozing' over lunch to delivering seminar presentations.

The activities you select should be dependant on your personality and skills, your client's personality, industry and business approach, the stage of the decision making process your client is in and your immediate objectives. The following matrix can be used as a guide for brainstorming and selecting appropriate activities.

The classification of these activities should be used as a guide only – use your imagination to 'tweak' an activity to achieve the outcome you want. This matrix is not exhaustive. There are lots of other activities you can undertake: your choice of activities is limited only by your imagination. Brainstorm other activities and categorise them according to which objectives they can assist you to achieve.

You can also make a very strong, positive impact by being innovative with your business development activities. In a competitive market, other service providers are approaching your target client as well so do something different to stand out from the crowd.

## The Golden Rules

There are a couple of golden rules to remember for all marketing, no matter what activity or tactic you have selected.

### Golden Rule Number 1: Market to the right people

The people you market to must be one of the following targets: clients, prospects, colleagues or influencers/referral sources. If your contact doesn't fit in to one of these categories, you are not marketing.

### Golden Rule Number 2: Market with the right objectives

In all your marketing, make sure you address these fundamental objectives: build relationships, prove your professional credibility, demonstrate your business and industry knowledge, and ask for the business.

## Be Persistent

Winning new clients isn't easy but it is simple. Follow the above step-by-step formula and be prepared to use a number of activities to eventually win a new client. A standard rule-of-thumb across all industries is that it takes at least 6 interactions to make a new client. Work at it and it will happen.

## Matrix of Appropriate Business Development Activities

Activity	Immediate Objective	introduce yourself	introduce your team	meet the client's team	understand the client's business	alert the client to their legal need	demonstrate credibility	secure first instructions	secure on-going instructions	cross-sell to other areas of your firm	cross-sell to other areas of the client's organisation
Social meeting – coffee, breakfast, lunch, dinner		♦	♦	♦	♦	♦				♦	♦
Social event – sport, culture, etc			♦	♦						♦	♦
Telephone conversation		♦			♦	♦	♦	♦	♦	♦	♦
Formal meeting		♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
Site tour			♦	♦	♦	♦		♦	♦		♦
Industry discussion forum/networking event		♦	♦	♦			♦	♦	♦	♦	
Invite client to present a CLE to your team			♦		♦						
Host a firm seminar		♦	♦	♦		♦	♦	♦	♦	♦	♦
Conduct a file review					♦	♦	♦		♦	♦	♦
Submit a formal proposal		♦	♦				♦	♦	♦	♦	♦
Arrange a secondment			♦	♦	♦	♦	♦		♦	♦	♦
Send newsletters or firm publications		♦	♦			♦	♦				
Send newsclippings						♦	♦	♦	♦	♦	♦
Write an article for a relevant publication		♦				♦	♦	♦	♦		♦