

catersource® + THE SPECIAL EVENT®

Business Development: Myths, Mysteries, and Money Makers

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Food for Thought = Relationships

*Be open to **sharing** or **teaching** everyday*

*Be open to **learning** everyday*

*Be sure to **thank** someone everyday*

*Be sure to **laugh** everyday*

*Be sure to **smile** everyday*

*When you do these things you are guaranteed to have
a good day!*



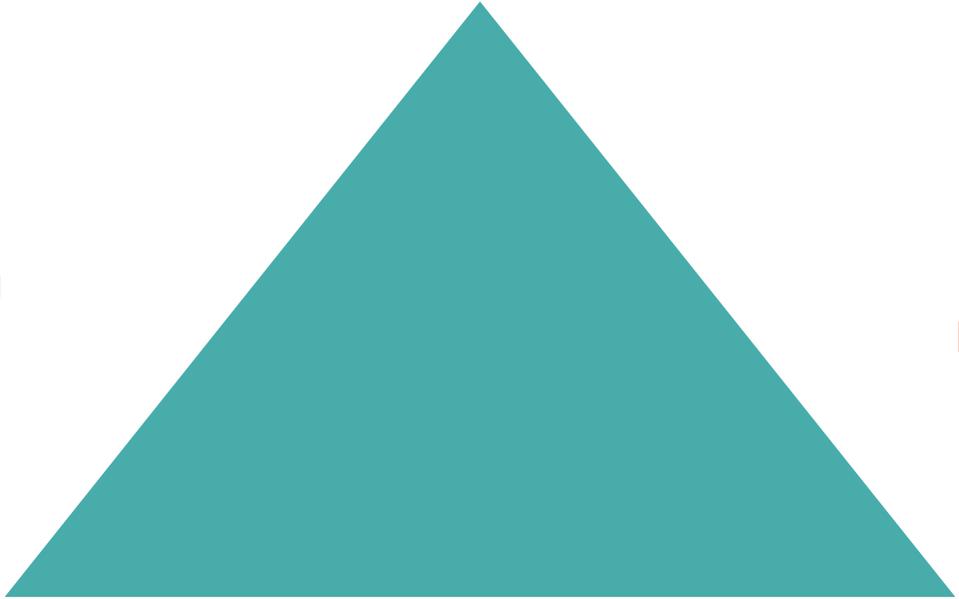
Definitions

Business Development

Process of identifying new business opportunities and developing strategies to capitalize on them. The goal of business development is to grow the company and increase its profitability.

Sales

Sales is the process of converting potential customers into paying customers by aligning them with a product or service.



Marketing

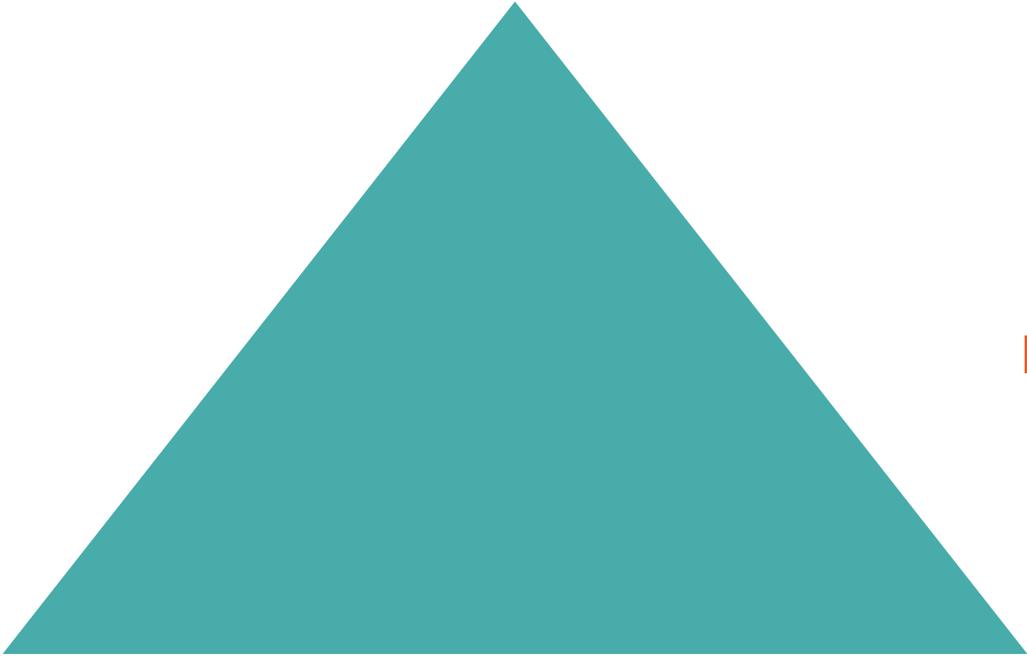
Outreach to the community, business, or otherwise to advertise and promote what we do.



Definitions

Business Development

Process of identifying new business opportunities and developing strategies to capitalize on them.



Internal Customers
Develop Products
Identify Features

External Customers
Develop Prospects - Intel
Match Benefits



Business Development

Process of identifying new business opportunities and developing strategies to capitalize on them.



Two Types of Customers

Internal

Leadership
Sales & operations

External

Clients
Influencers



Internal Customers

Select the team

Develop products

Identify features



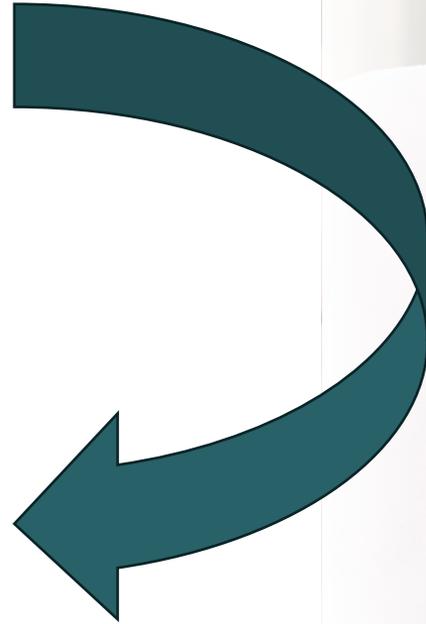


External Customers

Establish prospects

Intel

Match benefits





Intel Gathering



Who needs your product and knows it



Who needs your product and doesn't know it



Takeaways

- Identify your business development team
- Develop product and Features
- Identify target relationships
- Match Benefits
- Continuously feed sales pipeline
- Keep your promises

Avoid Rabbit Holes

- Feature dumping
- Veering out of your lane
- Lack of follow through on your commitments

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Thank You!

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