**2014 Business Plan**

**Business Development Manager**

**July 14, 2014**

**Summary/Goals**

Provide new revenue growth to Xtreme Consulting by providing solutions to client’s business problems through the Xtreme Consulting solution set.

As a new Business Development Manager, I will introduce Xtreme Consulting to new organizations, assess their needs, and position Xtreme and their solutions as a way to build relationships and increase revenue.

Attain annual quota of $2 Million

**Strategy**

* Develop target divisions within Microsoft based on existing and company targets.
* Develop target companies to expand customer base outside of Microsoft.
* Look for opportunities that are a good fit for both the customer and Xtreme.
* Fill my funnel with solid opportunities for current and future revenue.
* Develop minimum margin target expectations.
* Look for opportunities to sell full portfolio of solutions.
* Exploit existing projects to find additional opportunities.
* Build relationships with Recruiting and Solutions Architect teams and understand what is important to them to promote growth and partnership.
* Work to understand the unique business processes within Xtreme.

**Tactics**

* Target minimum four new meetings per week.
* Identify opportunities for new technology solutions.
* Target existing contacts/my network.
* Target higher business levels within organizations.
* Build upon relationships within Procurement.
* Attend events – user groups, trade shows, vendor sponsored events.
* Differentiate Xtreme Consulting from other vendors – build my story.
* Become a trusted technology partner for new customer base.
* Continue to build upon my existing network.
* Look for opportunities to partner with other vendors where it makes sense.
* Work the logical sales process.
* Attend team meetings.

**Prospecting - Areas of focus**:

* Work within assigned territory to develop it to its fullest potential.
* Leverage existing relationships to get into accounts.
* Call on a combination of existing and prospective accounts.
* Target departments and companies that make sense given the solution set.
* Develop new business through research – LinkedIn, news articles, quarterly reports, org charts, Jigsaw, etc.
* Work with Business Development Director, Recruiting Team, Practice Area Leaders, and Executive level individuals to strategize on accounts, targets, solutions, and opportunities.
* Expand existing business through in-person calls to high volume accounts and accounts with potential for increased business.
* Document all activities and contact information in CRM while completing all necessary sales reports in a timely manner and review with the Business Development Director on a regular basis.

**Development and Delivery**

* Assess need, engage delivery and recruiting team, organize, and coordinate projects from scratch.
* Work with my delivery team to scope projects, attain pricing, and deliver presentations and proposals to prospects. Use my resources wisely to work toward the attainment of new revenue.
* Involve Solution Architects, Practice Area Leaders, and Executive Team within customer opportunities.
* Support contract monitoring in an effort to achieve a high success record on national, regional and area contracts.
* Develop and present customer presentations generally in pursuit of contract award.
* Conduct Quarterly Reviews with major clients.
* Entertain clients commensurate to volume of business.
* Promote our services at every opportunity and devise creative ways to win business.
* Develop strategies to keep ahead of the competition.
* Promote the growth of the entire company by involvement in projects and/or outsourcing opportunities with extremely high revenue potential.

**Sales Goals**

$2 Mil in new business development

I will accomplish this by continuing to fill my funnel with solid opportunities:

* Maintaining strong activities
* Prospecting daily
* Finding new and creative ways to get customer meetings
* Involving solution architects in developing proposals
* Delivering presentation and proposals and closing sales
* Differentiate Xtreme Consulting from other solutions providers
* Track all relevant activities weekly in CRM.

**Accounts**

The targeted list is based on existing relationships, good contacts, potential good solution fit, and perceived customer need. I will review and strategize with the Director of Business Development to develop this list and focus the targets. This will be an organic list that will change as time progresses:

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| **Microsoft** | **Disney** |
| **Alaska Airlines** | **Expedia** |
| **Amazon**  | **Nordstrom** |
| **AT&T** | **Paccar** |
| **Boeing** | **Starbucks** |
| **Costco**  | **T-Mobile** |