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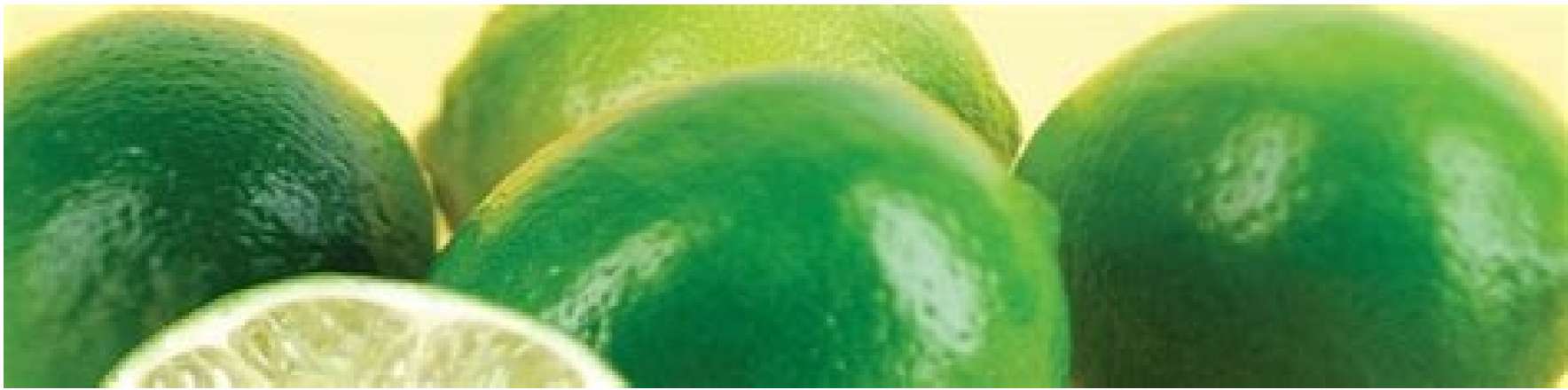
  
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If you're based in London, you may find that the majority of your meetings are in the capital. How that happens exactly depends on the industry. Read on to find out why you should buy.

**Blue Ocean Strategy**When this book first came out in 2004 it was nothing short of revolutionary.The business development message is simple:You need to stop trying to outcompete rivals in existing markets. Adding value means making a difference5. With face-to-face client meetings key, you'll be expected to travel - although the extent to which this is the case will depend on where the job is based. You'll more than likely be looking to identify new markets, new partnerships, new ways to reach existing markets, or new product or service offerings to better meet the needs of existing markets. While it can be difficult to generalise, most business development managers will be expected to: Generate leads and cold calling prospective customers Develop opportunities in target markets with support of marketing Nurturing and developing relationships with key customer accounts Attending face-to-face meetings with clients Providing specialist advice on the products and/or services you're selling What are the other aspects involved in the job? How do you add it?Tom Reilly's book answers these questions. In addition, it also sets out 5 core beliefs that will serve you well whether you are in sales or business development. And the Agile movement that followed it.Add the lean manufacturing philosophy first pioneered by Toyota and you get the lean startup framework set-out in this book.What's interesting is that Eric Ries defines a startup as "an organisation dedicated to creating something new under conditions of extreme uncertainty".This could be a new firm starting up or a new business development within an established company.The lean business development process at the core of the book is a cycle which contains 3 elements: 1. Build (i.e. turn ideas into minimum viable products)2. You'll need to negotiate pricing with clients in line with internal guidelines. The primary objective is to identify new business opportunities. Acquiring distribution in new geographies4. In terms of personality traits, employers generally look for people who are articulate, polished and professional who have a good telephone manner. You deliver value through the combination of your product or service, your company, and yourself.As an aside, I first got my hands on the book way back in 2003 when I attended a week-long value-added selling course in Chicago.Before then I hated sales training courses which were all about pitching products and closing techniques. It's a proven business development strategy based on studying 150 real-life examples of what the authors call "value innovation".What's more, the book comes with a toolkit that enables you to formulate and execute your own blue ocean strategies.As a result, Kim and Mauborgne's business development book remains relevant even in today's fast changing environment.Above all, read it if you want to get ahead by changing the rules of your market, blurring the boundaries of your market, or creating an entirely new market.The Lean StartupThe Lean Startup is another business development book that made the world rethink assumptions about how best to find the right market for your new product or service.Before the Lean Startup was published in 2011, the business development process had been almost entirely linear.The starting point was usually an elaborate business plan with detailed market assumptions and full financial modelling. Similarly, a B2B business development manager can expect to earn £30 - 45k in the North and £35 - 50k in London and the South-East. For example, an IT business development manager can expect to earn £50 - 70k in the North of the UK and £50 - 75k in the South-East. How much can I expect to earn? To secure a business development manager job, you'll need a strong sales track record. And yet, most business development initiatives fail.In this book, published in 2003, Chris Zook explores how companies can minimise the risk of failure as they move beyond their core activities in search of growth.Based on research, he demonstrates how the best companies achieve the holy grail of sustained profitable growth through carefully planned "adjacency moves".What do adjacency moves look like?Here are 4 examples:1. What form this takes will depend on the exact nature of the company. Great relationships demand win/win outcomes3. A self-motivated and disciplined approach is essential. It's an imperative. Measure (i.e. see how customers respond to your MVPs)3. What knowledge and experience is required? A good book of contacts is also looked upon favourably. You will also more than likely be expected to identify partner opportunities to cross and up sell services. What will I be doing on a day-to-day basis? Instead, you should create an uncontested market space where you make your competitors irrelevant.Most companies operate in "red oceans". Adding services to product-based businesses2. The key is that these relationships must be mutually beneficial.The Sumo Advantage explains how to identify, negotiate, and manage strategic partnerships for growth and competitive advantage.However, this is not an easy task. It can be a combination of attending events and networking, taking stands at exhibitions and conferences, cold calling, and responding to incoming leads. You'll also need to keep your superiors updated on both your progress and timeline, providing them with accurate forecasting of anticipated sales. To me, this training ran counter to my experience that people hate to be sold.However, value-added selling completely changed the game.Although the book is aimed primarily at salespeople, I still count it among my favourite business development books.After all, its central message about value, relationships, empathy and integrity apply equally to sales and business development.Read this book to learn more about the art of building client relationships based on value creation and win/win outcomes.In SummaryThe lock down has led to a resurgence in reading. Learn (i.e. pivot to another approach or persevere with a further iteration)Today, the terminology and methodology of the lean start-up are everywhere you look.So, if you've not yet read this business development book, now might be the right time to do so.Beyond the CoreGrowth is not a choice. But if your employer is based elsewhere in the South-East, Midlands or the North, you may be required to travel a substantial amount. These are characterised by a bloody fight to the death in which you compete for a larger share of increasingly competitive marketplaces.By contrast, "Blue oceans" are new or changed markets characterised by clearer, calmer waters. Actual earning potential will be far higher than this. But what does the job involve on a day-to-day basis? And then you'll be expected use these opportunities to bring in more revenue. In the end, the process culminated in the launch of a fully-featured, market-ready product.Unfortunately, this approach often led to delay, additional expense and sometimes costly failure as the new product or business venture failed to impress its targeted customers.Enter the learnings from the tech start-up boom around the turn of the millennium. Specifically, hiring companies look for a proven ability to hit targets, a consistent background of winning new business and - often - relevant sector experience. And, crucially, how business development is different from sales.Given the muddle and confusion over the role of business development, this book is worth a read for its clarity and pragmatism.Customer SuccessWhen Customer Success hit the bookshelves in 2016, the "subscription Tsunami" had already engulfed the software industry.In fact, pay-as-you-go was fast becoming the go-to business development model for many of the world's most successful companies.The premise was simple.Rather than endlessly seeking new customers to purchase or repeat purchase your products and services, you develop a recurring revenue model.In this business model, customers pay to use and upgrade in a controlled process that captures customer-centric metrics to drive long-term value.In this way, your success becomes intimately linked to your customer's success in finding value in your products.The authors of Customer Success explore the recurring revenue model through the lens of SaaS (software as a service).In so doing, they explain the organisational structure, customer KPIs and critical technology that enable you to decrease churn, increase upselling, and transform your existing customers into advocates.Read this book if you want to learn how to create predictable, repeatable, and expandable revenue streams.However, do bear in mind that Customer Success is more than SaaS, subscription sales and recurring revenue.Above all, it's a movement based on placing customer at the heart of your organisation to earn long-term customer loyalty.Value-Added SellingBusiness development is the pursuit of value creation.However, have you ever pondered these 2 fundamental questions:2. Our Salary Survey shows that salaries vary depending on sector and location. But you'll more than likely be looking to identify new markets, new partnerships, new ways to reach existing markets, or new product or service offerings to better meet the needs of existing markets. This being a sales role, you will be subject to sales and KPI targets; this is a crucial part of the role. These are:1. The customer always defines value4. Many people are turning to the classics.So, if you've not yet read all the classic business development books summarised in this article, now may be the perfect time to catch up and set up for success in 2021.If you found this article helpful you may also like to read:5 Fascinating Books Guaranteed to Challenge How You SellFor more articles on business development, please subscribe to our business development blog.For help with your business development, please call us on 07927 638711 to schedule a free consultation.Finally, thank you for reading this article.If you found it interesting, why not share it with a friend or colleague? To be successful you need a clear understanding of what business development is. But all these figures are basic salary exclusive of benefits/bonuses. Leveraging a core asset to create a totally new businessIn the excitement of pursuing entirely new business, this business development book is a timely reminder that most organisations create and deliver value by building on what they already do well.The Sumo AdvantageThese days, regardless of the size and scale of your organisation, you can't afford to ignore the power of partnerships as a winning business development strategy.Back in 2014, Bernie Brenner wrote The Sumo Advantage.In it he examines strategic alliances from the perspective of small firms looking to partner with larger companies (i.e. the "sumos" of their industry) to accelerate revenue generation and rapidly grow market share.Of course, the logic of partnerships can also apply equally to larger organisations looking to leverage the capabilities of smaller organisations. You can learn a lot by reading the right business development books.So, I've put together 6 short summaries of the best books on this fascinating subject.Each book addresses a different aspect of business development in a novel and insightful way.With the year-end fast approaching, now is the perfect time to order your copy of these classics business books. What are the main responsibilities? We explore in more detail. Trust is the currency of great relationships2. Hence, you escape the cut throat competition of red oceans and find space to grow profitably and sustainably.Blue Ocean strategy is more than just a business development theory. Adding new product lines to a distribution network3. Business development managers are the cornerstone of any successful organisation because they ultimately generate new revenue and help a company grow.

The Charge Nurse works under the Manager and Assistant Manager to ensure patient care activities are safe and effective and that patients are satisfied with their care. The Charge Nurse is often a well-loved bedside nurse who demonstrates leadership qualities and aspires for more responsibility, so is promoted to the role of Charge Nurse. Mar 25, 2022 · Families with a child who has a disability may assume different roles. They become the child's case manager, medical/insurance expert, advocate, inclusion specialist, transition specialist, as well as personal future planner. These are all the potential roles a parent can hold aside from being a parent, friend, confidant and liaison. Rhonda ... Sales, Marketing, Business Development & Relationship Management; Client Interaction Skills; Strong Analytical Thinking Ability and Problem Solving Techniques; Strong knowledge of different cloud computing services; Cloud Support Engineer. This role involves providing technical assistance to cloud computing users in case they run into any issues. Nov 24, 2021 · Study the roles and responsibilities of an accounting department, which include accounts receivable and payable, payroll, and financial reporting. Updated: 11/24/2021 Create ... Mar 15, 2022 · Understand the key roles and responsibilities of an IT security professional and identify the must skills for every IT security professional. ... Work with IT operations to set up a shared disaster recovery/business continuity plan; ... With the pace of development in IT security, this means ongoing research, training, and earning standard ... Differences, Duties and Responsibilities of Business Analysts and System Analysts... A business analyst is a person who analyzes, organizes, explores, scrutinizes and investigates an organization and documents its business and also assesses the business model and integrates the whole organization with modern technology. The Business Analyst role is mostly about ... The three scrum roles describe the key responsibilities for those on the scrum team. They aren't job titles. This means that any job title, even your existing ones, can perform one of the roles. Because the essence of scrum is empiricism, self-organization, and continuous improvement, the three roles give a minimum definition of responsibilities and accountability to allow teams to ... Jun 15, 2020 · Interpersonal Roles. The Interpersonal Roles of a manager are about the social aspect of a manager. Firstly, the job of a manager is to be the head of the team. This entrusts responsibilities to her/him. Consequently, the manager has to build trust in teams. Secondly, the manager is also supposed to lead the team from within. Mar 06, 2022 · Understand the roles and responsibilities of a scrum master and the qualities you must possess to become a successful Scrum Master! Read now. ... They work more as a conduit between product/line-of-business owners and development teams as a project manager. Because agile processes are entirely dependent on people and collaboration, Scrum ... Defined Roles and Responsibilities provides clarity, alignment, and expectations to those executing the work and keeping our plant running. Roles & Responsibilities enables effective communications between the various groups, facilitating the full integration of the department and organization. The BCM is appointed by the SRO and works closely with the program manager. Business Change Manager Responsibilities. The responsibilities of the business change manager include: Working with the sponsor and SRO to understand their interests, and ensuring that the program meets these goals; Defining the business-focused benefits of the program Feb 14, 2022 · Using a team member roles and responsibilities template is good for team harmony! RACI charts. Another project document that you can use in conjunction with the Roles and Responsibilities template is the RACI chart, so take a look at that as well — you might not need both if your project is small. Mar 27, 2019 · It's true organizing constant releases for a DevOps enterprise requires a keen degree of orchestration, but the Release Manager is more than that. The Release Manager should be, first and foremost, a management and oversight position that requires a deep level of practical development knowledge to be successful. Leadership is key in this role.



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