Ground Zero BD

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- 1. mindset
- 2. process
- 3. message
- 4. practice

my definition of "business development"

marketing + sales + strategy + coaching prospecting pipeline "new" F500 sure bets phone is ringing ego is safe phone is not ringing (ground zero) the ego is in danger situation requiring courage

NO HELP REQUIRED !

venture capital hot, cutting-edge product great account list connections genetic advantage

mindset: "I'm helping this person"

selling courage source

mindset: baseball

optimistic 100% 30%

mindset: polite comparison

the result jealousy match his/her effort match his/her sacrifice yes, I'm deserving/worthy too!

process: tactical BD

research people,
make a list,
call the list

process: Attempts vs. Result

10 gets avg 100 gets good 1000 gets great 10,000 gets greatest

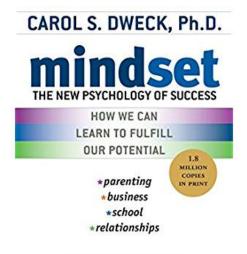
message: troubleshooting

- 1. the pitch is weak (not memorable)
- 2. quickly get to "whom else do you do this for"
- 3. use the pitch to force discipline, solidify the team
- 4. get them all working on the same math problem

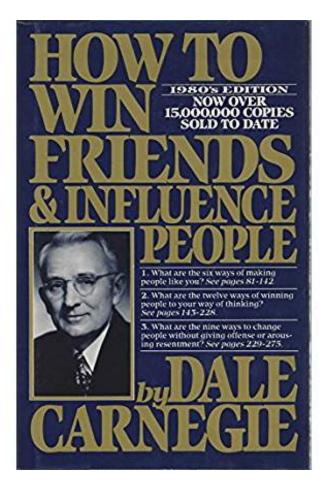
practice: if you don't practice, you're not good.

practice: better book Rx

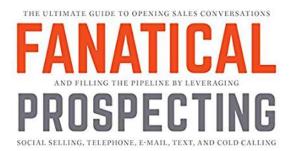
UPDATED EDITION



"Through clever research studies and engaging writing. Dweck illuminates how our beliefs about our capabilities exert tremendous influence on how we learn and which paths we take in life." —BILL GATLS, Gates/Nete



The most helpful and inspiring book on sale-manship that I have ever read--DALE CARNEGIE HOW I RAISED MYSELF FROM FAILURE TO SUCCESS IN SELLING READ BY ARTHUR





The Game

practice: let others sell you

practice: get 10 quotes for something

practice question: who in your life is every week ____?

holding you accountable encouraging you

practice: get a coach (a steady encourager)

friend. family. boss. free.

the financial relationship brings clarity. someone you are paying for a result. an employee. your first hire.

Questions?

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