

Fresh Start in Business Development

*7 Ideas to Rejuvenate Your Business
Development Program*

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Your Fresh Start

Regardless of the current state of the economy or your industry, finding new business can be challenging. When conditions are poor we often go back to basics but some people hunker down so low they put their head in the sand and miss new opportunities.

Others attempt to overcompensate with blind enthusiasm and act like unicorns or magic jelly beans will solve their shortfall. Hopefully, you recognize a winning solution falls between those two extremes.

Rejuvenate Your Business Development Program

Here are 7 ideas to give you and your organization a new perspective and a fresh start on your Business Development Program. The tried and true are mixed with contemporary tools which will help you get faster results.

**CONTRARY TO
POPULAR
BELIEF
IT'S NOT THE
THOUGHT
THAT COUNTS.
IT'S THE
IMPLEMENTATION
OF THAT
THOUGHT.**
Write Advice by Karl Bimshas

1. Write Six Articles

Pick six or eight of the most common problems your customers experience and write a solutions based article on each. Topics could include; *Pluses and Minuses*, *Biggest Mistakes*, *Things to Consider Before Purchase*, *5 Best Practices*, etc. Make these articles the cornerstone of your distribution literature instead of spec sheets or irrelevant sales glossies.

2. Read Three to Five Relevant Blogs Everyday

Successful people work on their personal growth by observing how experts in their field of study are thinking. Blogs give great insight into a thought leader's mind. Subscribe to several blogs in your business and beyond that would help expand your knowledge and personal development.

3. Create a List and Publish an Email Newsletter

In addition to your current list of clients and prospects, purchase a list of ideal prospects who match your parameters. Then get an email service provider and begin using the names you've collected and publish a monthly educational e-newsletter. Invest fifteen to thirty minutes and come up with an idea and the content for one or two articles per month.

4. Ask Questions

Ask your clients and prospects questions that move away from pain and move toward solutions. i.e. *"What are you trying to accomplish? What does success look like? What would you like to be better at? What's not working that you'd like to see fixed?"* Your questions should help you determine if they are a prospect worth investing in.

5. Build Your Presence on YouTube

Sign up for a YouTube channel so you can host your own videos and also "favorite" other relevant videos. When you send your newsletter you'll have another link of interesting content to share.



6. Hold an Educational Event

The more you educate your prospects, the more sophisticated buyers they become. Conduct a physical event that is held a few times per year at your place of business or create a web event. Ensure it's educational and wow's your audience.

7. Create a Referral System

Make it a priority to generate referrals from very satisfied customers. Strive to make them your primary business development program.



How many of these fresh start ideas do you think you will implement over the next 90 days?

Contact Information

Contact Karl Bimshas Consulting to help you build an action plan, organize your efforts and give your organization a fresh start.

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