

# Business Development

## Worksheet

This tool is designed to help you think through different behaviors you practice that directly affect business development. Spend a few minutes reflecting on these then determine how many times per week you should do each in order to achieve the number of contacts/appointments/opportunities necessary to reach your goal.

To complete the worksheet:

- 1) In the white lines on the outside circle, write in the business development strategy (i.e. introductions/ referrals, establish expertise, previous client outreach, etc.)
- 2) In the lined section below that, write in the tactics you'll use to achieve those and how many times per week you'll need to do each (i.e., ask for referrals -3; LinkedIn group comments - 5, etc.),
- 3) In the next section write the total that these weekly behaviors should net for you (i.e., if you ask for 3 referrals, you'll likely net 1)
- 4) Add the net totals and put the sum in the center bull's eye. That number represents the weekly direct contacts you will have with prospects/clients.

