

**Marketing Playbook: The Manual for Growing Organizations**

Endorsed by: Seth Godin, Guy Kawasaki, Rieva Lesonsky, Al Ries, Ben McConnell and many other thought-leaders!

Buy it at: [www.marketing-playbook.com/buzz](http://www.marketing-playbook.com/buzz)

John M. Fox  
Venture Marketing  
[johnfox@venturemarketing.com](mailto:johnfox@venturemarketing.com)

## Ten Rules of Business Development.

Thank you for your time and your interest in my Ten Rules of Business Development. Allow me to answer some frequently asked questions as an introduction to the list.

### Why the topic of the Ten Rules of Business Development?

It's the subject CEO's consistently rank as being "of greatest concern" according to The Conference Board's annual research report. Regardless of business size, "Sustained and Steady top-line growth" was ranked as the #1 business challenge. For small businesses, 60 percent of the surveyed CEO's put it on the top of the list.

### What does this have to do with marketing?

In my world, the quest for new business growth (and it is a "quest") falls under the heading of Business Development. And in order to do it well, Marketing and Sales have to be on the same team. It's the principle reason I wrote **Marketing Playbook: The Definitive Guide to B2B Marketing**. Not only does Marketing and Sales lack a common language, they often don't understand their assignments, that is, who's supposed to what, when.

### So, what are the Ten Rules of Business Development?

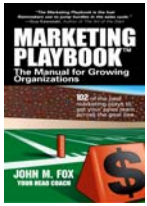
1. Clearly define your customer so you can recognize a real prospect from a fake.
2. Know the value of what you're selling and who that value is important to.
3. Know what pain you're solving and look for new places this "pain" shows up.
4. Never underestimate the power of the Force.
5. Lumpy marketing is a reality for most businesses.
6. Know your Solution Leverage and find markets you can command.
7. Do what no one else is doing.
8. Sell something.
9. Answer the question, "So why do I need to buy this from you today?"
10. Give away free advice.

### How does this tie into your book?

My book provides the tools and ideas for making the task of Business Development easier.

### Why are you qualified to speak on these topics?

I've been a business developer since 1979 when I started by career with Intel's new business development sales division. We were to open new doors for our technology. I've spent my career—and to this day—finding new revenue sources for my customers and even my own business. I've been the recipient of marketing going in one direction and sales going in the other. Sadly, the byproduct of this conflict is a waste of time and money and the birth of



**Marketing Playbook: The Manual for Growing Organizations**

Endorsed by: Seth Godin, Guy Kawasaki, Rieva Lesonsky, Al Ries, Ben McConnell and many other thought-leaders!

Buy it at: [www.marketing-playbook.com/buzz](http://www.marketing-playbook.com/buzz)

**John M. Fox**  
**Venture Marketing**  
[johnfox@venturemarketing.com](mailto:johnfox@venturemarketing.com)

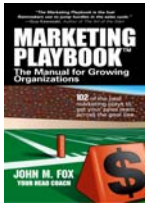
rogue sales. It's a reality in business today, but it's unnecessary—and avoidable. I am one CEO who doesn't accept it.

**Here's a fact:** Business Development is not just selling. Business Development is all about opening new doors, forming new partnerships, establishing new channels of distribution.

Think of it this way. Marketing shines a light on the customers and prospects the company wants Sales to sell to. Business Development, on the other hand, uncovers the sales opportunities out of the spotlight. Putting this all together is a very powerful combination.

## Ten Rules of Business Development.

#	Rulebook of Business Development	Example
1.	<b>Clearly define your customer so you can recognize a real prospect from a fake.</b>	I wish I could get back the time I've spent selling people who would never buy from me. What I mean here is that the more tightly you define the customer the better. In marketing speak, we call it the customer demographics. Things like age, gender, education, geography, prior buying habits, education, marital status, etc. It acts like a filter for your sales team and literally makes their job a basic sorting operation. If you rely on resellers or distributors to represent you, it's even more critical.
2.	<b>Know the value of what you're selling and who that value is important to.</b>	Remember, value is created in the mind of the customer.  The value of what you provide today will change over time. It's fluid. Dynamic.
3.	<b>Know what pain you're solving and look for new places this "pain" shows up.</b>	Like Value, providing "pain relief" to someone "suffering" is one of the most effective selling techniques. The trick is to find people who may not even know they're suffering or may not know they will be suffering.



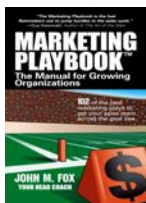
**Marketing Playbook: The Manual for Growing Organizations**

Endorsed by: Seth Godin, Guy Kawasaki, Rieva Lesonsky, Al Ries, Ben McConnell and many other thought-leaders!

Buy it at: [www.marketing-playbook.com/buzz](http://www.marketing-playbook.com/buzz)

**John M. Fox**  
**Venture Marketing**  
[johnfox@venturemarketing.com](mailto:johnfox@venturemarketing.com)

<p>4.</p>	<p><b>Never underestimate the power of the Force.</b></p>	<p>Your Sales <b>Force</b> (or Business Developers) <b>ARE</b> rainmakers. Bringing in revenue determines markets. Knowing what sells, generally, will take you in the right direction.</p> <p>They are your eyes &amp; ears to the market. Listen to them. Follow their lead.</p>
<p>5.</p>	<p><b>Lumpy marketing is a reality for most businesses.</b></p>	<p>Doing the right things is more important than doing everything right.</p> <p>Many of my clients <b>want</b> all sorts of things and, but my advice is always to do the things that are going to make the telephone ring.</p> <p>One tool we use—and I talk about it in my book—is a Marketing Blueprint. Basically, it’s a rolling 12-month calendar/spreadsheet that lists all the marketing opportunities (tradeshows, direct mail, PR, etc.) in column 1. The rest of the spreadsheet lists the costs for each activity in the month (column) the activity runs.</p> <p>Ad agencies call this the Media Plan. I can e-mail a sample to anyone who would like it.</p>
<p>6.</p>	<p><b>Know your Solution Leverage and find markets you can command.</b></p>	<p>For Systems Sales: Solution Leverage—that’s the % of total solution you command. You could be just 10% of the total purchase, but be able to command the entire sale. Find markets and applications where this can be the case.</p>



**Marketing Playbook: The Manual for Growing Organizations**

Endorsed by: Seth Godin, Guy Kawasaki, Rieva Lesonsky, Al Ries, Ben McConnell and many other thought-leaders!

Buy it at: [www.marketing-playbook.com/buzz](http://www.marketing-playbook.com/buzz)

**John M. Fox**  
**Venture Marketing**  
[johnfox@venturemarketing.com](mailto:johnfox@venturemarketing.com)

7.	<b>Do what no one else is doing.</b>	It's not just <b>being the best</b> at what you do. Or in the words of a famous philosopher of our day, Jerry Garcia of the Grateful Dead, "We didn't want to be the best at what we did...We wanted to be the <b>ONLY</b> ones doing what we did."
8.	<b>Sell something.</b>	If you have long sales cycles, find something you sell <b>NOW</b> .  Can you sell expertise or thinking in advance?  If you sell professional services, like I do, the proposal can be one of the most valuable deliverables. I don't do free proposals any more. I sell my consulting time from the first conversation.
9.	<b>Answer the question, "So why do I need to buy this from you TODAY?"</b>	It's not good enough to have convince someone that they need to buy from you. It's much more difficult—and necessary—to convince someone that they need to buy it <b>TODAY</b> .
10.	<b>Give away <i>free</i> advice.</b>	Telling people how you do your work demonstrates confidence and leadership. Leaders teach. Followers sit in the class.  See my book: <b>Marketing Playbook</b> . I give you all of my ideas, vendors, and processes in the style of a marketing cookbook. And yet, I'm not the least bit worried that someone's going to use it to sell against me. Just the opposite. It makes me look like an expert!