



New Business Development

Creating a sustainable partnership with your client requires a **Trust** relationship. There are multiple ways that you can use to enhance this trust.

Firstly, you need to obtain a strong **Credibility** on your sales market. Serving clients experience, using procedures and processes, implanting internal accreditations, organizing conferences within your experts are key elements. These topics will enhance and strengthen your **reliability** in your market.

Secondly, your **Expertise** is a fundamental criterion to work on and to show your prospects and existing clients. If you are an expert in your sales and deliver your client with something original you can stand out in your market. Moreover, you will definitely have an edge on your main competitors. The key element is called **Unique Selling Proposition (USP)**. This USP Model will differentiate your solutions and products from your competitors. The goals are focused on creating and consolidating your foundation in the market.

Eventually, your **Visibility** has to arise to establish new networks, creating your sales pipeline and gaining new clients. You can increase this efficiently by participating in various events to generate new leads. The tradeshows allow you to connect with your future decision makers and thus create your future sales. Afterwards, it is easier to obtain the first face-to-face (F2F) meeting when you have already met the prospect.

Events are definitely powerful in this case because it gives you a real opportunity to reach your prospect a couple of days after the tradeshow. Try to schedule the first meeting by using the context of tradeshow: "Dear Mr. Mrs. As discussed and following our last contact in the global services event, you will find attached a customized presentation regarding your needs. I would like to set up a quick phone call next week to obtain your feedback and to adjust my proposal to your own goals". You will certainly increase the chance to obtain your first F2F meeting with the prospect.

Allow me to elaborate on your personal strategy and future business plans in a F2F meeting at your offices or during a conference call. Please feel free to visit my website : www.bsnf.eu and contact me by email at nicolas.fluder@bsnf.eu