

Most owner-managed businesses have grown organically, based on expertise and valued products & services. When it comes to taking those businesses to the next level, adding business development to existing sales is vital.

It is recommended that **business owners should devote 30% of their working hours to business development.** In reality, they typically spend less time than that, and they don't get the optimum result from their business development efforts. This could be due to a number of reasons, ranging from lack of awareness, focus, accountability, to lack of required knowledge or structure to get the most return out of time and money invested.

Growth Path specializes in **adding the structure, discipline, mentoring and monitoring needed to have your business development efforts be the engine of your growth.** Our experience allows us to determine the best tactical approaches for your growth initiatives, and ensure that your business development efforts are both targeted and measurable.

What does it include

Our business development coaching package includes bi-weekly meeting sessions with Kevin, alternating between in-person meeting and online meeting via FaceTime or Skype. During the 1-hour coaching sessions, Kevin will work with you to:

- Assess your offering, your target market, and your resources
- Help you set up S.M.A.R.T business development goals
- Determine how to focus and gain access in three distinct areas: acquire new customers in each of the targeted markets, retain existing recurring customer base, and reclaim past customers
- Create a prioritized month-to-month business development action plan



- Implement a documented process for your business development effort, so you can maintain contact and ensure that opportunities do not slip away
- Review your progress regularly to make sure you stay on track
- Monitor the ROI of your business development and refine the strategy as needed.

Price: \$550/month, with a minimum of 6-month contract

Modifications available on an a la carte basis.

Ask about associated networking workshop and e-marketing program.

