

Business Development – ROE for Team Meetings

Once a firm has a strategic focus on business development it's important to ensure the firm's team tactics reflect that strategy.

To encourage active participation in business development it's important to run regular and short business development meetings.

Business development can be a lonely process and all indicators point to business development efforts being more effective when approached collaboratively.

The firm's team should openly discuss development targets and identify if the team knows any personal connections in the target's business or if the team can share any particular insight into either the target's business or trends in that sector.

Rules of Engagement

I encourage firms focused on development to have these at least once a month and appoint a coordinator who captures updates from participants who can't attend a meeting.

Rules of engagement for these meetings are very simple:

1. All interested in business development attend.
2. Each individual outline who their target is for next month and share a very brief update on how they have progressed with their target from last month.
3. Individual updates are very brief, a sentence or two only.
4. Discussions between 2 or more team members on a specific target are actively encouraged and should be done outside this particular meeting.
5. All targets identified must be included in the Pipeline log and added to the firm's CRM database.

A template for your BD meeting is next.

MINUTES OF MEETING

Business Development

Date: XXth Month 2015

Venue: Meeting Room

Present: Names.....

Apologies: TBA

Absent: TBA

1. Rules of Engagement

- **You are asked to come with one prospect for next meeting and give brief update on your one identified prospect for last month.**
- If you can not attend meeting please provide update to Business Development Coordinator before the meeting
- Scheduled for last Tuesday of each month (TBA)
- Pipeline and CRM to be updated to reflect prospect

2. Targets Identified and Updates

Resp	May Target Update	Next Target
Name		
Name		

3. Overall Wins Update

4. Overall Pipeline Update

5. Upcoming Drivers / Events for BD