



## Business Development and Client Review

Being able to identify new markets and targets, develop pursuit plans and create sustainable client relationships is vital for any organisation's effective business development.

We work with organisations to review how effective their business development and client plans are. Using our tried and trusted methodology we carry out a business development and client review to quantify strengths and identify areas for improvement. Using this analysis we are able to provide a set of recommendations and implementation action plan.

Our approach is different for each organisation, we tailor what we do to what you need. Whether it is the full business development review or the lite version; a business development consultant to work in your office as your BD Director for a short time; or one of our design and content services, we are here to help you generate and win more opportunities.

### Why clients want help with business development

- Work winning efforts are not delivering results
- New opportunities are not being effectively targeted
- Clients are not repeat buying
- Competitors are winning more work
- There is no clear business development strategy
- Account planning is not generating the expected opportunities



207 Regent Street . London . W1B 3HH  
0207 318 1067  
info@sabreassociates.co.uk  
www.sabreassociates.co.uk



## Supporting organisations who want results

We provide brand and marketing reviews and services to ambitious organisations who want their marketing to make a difference. From SMEs to FTSEs we provide the brand and marketing knowledge and experience to help you make an impact in the market place. To find out more about our brand and marketing review or our range of marketing services please contact the team.

### Full business development & client review BD & client review - lite

Identifying strengths and opportunities for improvement around: business development, identifying opportunities, targeting work, developing client relationships and winning more work.

Research and on-site workshops to provide full report and 100 day action plan.

Presentation and workshop to identify implementation of recommendations and programme.

Identifying strengths and opportunities for improvement around: business development, identifying opportunities, targeting work, developing client relationships and winning more work.

Review of current activities to provide report and three phase action plan.

Presentation of report to discuss findings and recommendations.

### Individual BD services

#### Strategic:

- On-site BD consultant
- Content writer

#### Tactical:

- Account planning workshop
- Account collateral design and messaging
- Video production for account campaign
- Corporate photography
- Content writing – digital and print