

*Business Development &
Dealmaking*

in

Large Institutions©

iBSC

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Sales Process & Business Development

- It is a Logical Sequence of Events
- Know Your Market
- Define/Document Your Target Clients/Why
- Analyse/Define the Need/Compelling Event
- Qualify the Lead/Do they see you as a nr 1 Provider?
- Qualify the Lead
- Define the Solution/Value Proposition
- Build the Relationships
- Find the Power Sponsors
- Understand/Mitigate the Risks
- Define Exit Points
- Close the Deal

Client Prospect Needs

Business Transformation

CEO understands need for radical business change and the potential for IT to act as change agent

Business Performance Improvement

CEO identifies major area of improvement needed in the business where IT may enable that change

IT Performance Improvement

CEO dissatisfied with performance of IT services and its ability to support the business agenda

Growth Improvement

The business is stagnating and needs to find new markets and revenue streams

Deal-making Misconceptions

- Deals are sold
- Deal-making is about sharp negotiating (Machiavelli..)
- The best solution always wins
- Deals are won by solitary “heroes”

Deal-making “truths”

- Deals are made, not sold
- Deal-making is about finding and delivering a value proposition that meets the customer’s perceived needs and is a fair allocation of risk
- The best solution doesn’t always win – relationship, trust, and credibility count
- Deal-making is a team sport –no one person wins the deal
- Let’s Look at the Process, Team Theory and KPI’s

Deal Making Focus Items

- Creating the right relationships and understanding the decision process
- Creating a compelling and relevant Value Proposition
- Balancing risk allocation and preserving expectancy in negotiations
- Creation and effective use of decision support tools



- **Good deal making is a balance between:**
 - **aggressively creative innovation and risk taking**
- **and**
 - **in-control, quality assured, measured risk-mitigation.**