

In today global and growing competitive market it is vital for Small and Mid-sized companies to hire Marketing & Business Development consultants (M&DBC) in order to help them enhance business potential enhance brand financial growth, therefore, to achieve their business goals and objectives, through help improving Marketing and Business Development Capability Maturity -M&BD-CM.

### **M&BD Consultant Seeks Clear Objectives:**

Marketing & Business development includes a number of techniques and methodologies designed to help Out-performer –CEO, CMO, and CFO- to grow, brand their economic enterprise.

Such techniques and methods include:

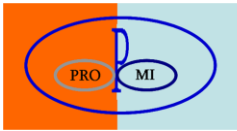
- Assessments of marketing and brand opportunities as well as target markets,
- Marketing and business intelligence gathering on customers from competitors,
- Generating leads for potential sales,
- Building of follow-up strategy for sales activities,
- Formal proposal writing and business model design.
- Involvement in the improvement of capability maturity model (CMM).
- Optimisation of Lead Generation Process (LGP).

Marketing and business development involves evaluating a business and then realizing its full potential, using such tools as marketing, sales, information management, CRM and customer service. M&BD consultant is also well-known as a good marketing, business planner and analyst. And it should devote his attention to improving M&BD-capability and exploiting the business opportunities and challenges that are presented to him and organization. Making your organization successful is dependent on good knowledge of business best practice and management theories.

### **Effective Adopting of Team Work Approach between Marketing and Sales Team:**

M&BD Consultants work with others -marketing and sales team- in pursuing common goals and objectives. And they are very committed to seek sustainable and innovative approaches, which have for goals and objectives to develop new revenue streams from new products and services. In the same to optimize income from existing lines through innovative marketing and rapid exploitation of changing customer needs and tastes. However, they are worried about the lack of creativity, innovation, flexibility, effective communication and interaction that make their own decision-making processes slow and difficult. As consequence reduce their move-forward efforts and rapidity of the execution as well as slowing the curve of innovation and creativity. The great Marketing & Business Development Consultant must:

- have considerable marketing and sales experiences,
- be an organized and strong negotiator,
- be innovative, creative and responsive to economic trends, government policies and market fluctuations.
- get university degree in economics or business administration, commerce.



The M&BD consultant works hard to expand a company's product portfolio and brand as well as company's profit and revenues, by identifying new markets and attracting new clients and through following:

- researches new business opportunities,
- identifies likely sales points,
- develops strategic marketing plans and sales strategies,
- undertakes presentations to and negotiations with prospective customers and partners.

### Responsibility of a Marketing & Business Development Consultant

In larger organizations the M&BD Consultant works with marketing and sales departments, government and industry peak bodies closely. Travelling to domestic and overseas market is often a requirement of this position, and report writing is necessary.

In smaller and mid-market businesses, M&BD Consultants answer to owners/executives. However, in larger companies they are answerable to senior marketing and sales executives/directors.

- Investigate the economic conditions surrounding your small and mid-market business activity such as industry trends and competition.
- Conduct extensive market research prior to starting up your business and continue gathering information throughout the life cycle of the business.
- Prepare a detailed marketing and business plan so you will not lose vision of your goals and objectives.
- Secure sufficient financial resources for future development or expansion.
- Contact professional advisors such as an accountant, banker and/or lawyer to provide expert information about your business.
- Network with other small business people; establish a support group.
- Attend workshops, trade shows, and seminars to keep up-to-date on changes in the industry.
- Adopt a team approach; work with others in pursuing common goals.
- Understand the skills and qualities you bring to your business.
- Develop a situation analysis of your company including its strengths, weaknesses, opportunities and threats to assist in the development of a strategic plan for the future of the business.

Many people have experienced a manager who may not be "up to the job". In most cases they were very effective in their previous role, but then struggle when they enter the management arena. *In sales management, for example, there is an all too familiar pattern of the best sales operative being promoted to manage the team without adequate thought to the development needs of that person. Coaching could provide the new sales manager with the business management skills required for success in his role.*



Prepare a detailed business plan so you will not lose vision of your goals and objectives. A successful marketing & business development consultant should always be seeking clear objectives particularly for those areas of the job where there are outputs you will be required to measure and be answerable for. Keeping the main objectives constantly in mind is essential even if they evolve or change a bit over time. They should be able to identify the key actions that the department is going to pursue. This shows clarity.

A marketing & business development manager should be able to present the strategy clearly to its customers. The strategy should contain a clear vision followed by a set of clear time-bound actions in order to achieve consistent success.



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