

Business Development Process Audit

Use this checklist to review and improve your business development efforts. It's okay to start small and work on one thing at a time. The goal is to make your business development more effective and successful over time.

Business Development Strategy

- ☐ Is there a clear plan for how the company will grow and find new customers?
- ☐ Does this plan fit with the company's overall goals and objectives?
- ☐ Is this plan written down, and have employees been told about it?
- ☐ Is the plan updated when things change in the market or the company?
- ☐ Assign a person to formulate a business development strategy.
- ☐ Assign a day & time to work on business development strategy.

Target Market and Customer Segmentation

- ☐ Have you figured out who your ideal customers are?
- ☐ Do you have a way to group different types of customers together for marketing?
- ☐ Have you created profiles of what your customers are like?
- ☐ Do you regularly check if your customers have changed?
- ☐ Assign a person to formulate a Target Market and Customer Segmentation
- ☐ Assign a day & time to work on Target Market and Customer Segmentation

Sales and Marketing Integration

- ☐ Do your sales and marketing teams work together smoothly?
- ☐ Are marketing efforts helping the sales team meet its goals?
- ☐ Is there a clear process for moving leads from marketing to sales?
- ☐ Do you have a way to keep track of how leads become customers?
- ☐ Assign a person to formulate a Sales and Marketing Integration
- ☐ Assign a day & time to work on Sales and Marketing Integration

Lead Generation and Prospecting

- ☐ How do you find potential customers? (e.g., cold calls, ads, referrals)
- ☐ Is it a cost-effective way to find customers?
- ☐ Do you have rules for deciding if a lead is worth pursuing?
- ☐ Is the information about potential customers organized and up-to-date?
- ☐ Assign a person to formulate a Lead Generation and Prospecting
- ☐ Assign a day & time to work on Lead Generation and Prospecting

Sales Process

- ☐ Do you have a set way to turn leads into paying customers?
- ☐ Do your salespeople have what they need to close deals?

- ☐ Can you track what your sales team is doing and how they're doing?
- ☐ Are there clear sales goals and ways to check if they're being met?
- ☐ Assign a person to formulate a Sales Process
- ☐ Assign a day & time to work on Sales Process

Competitive Analysis

- ☐ What specific actions or projects have your competitors put their resources into for their business development?
- ☐ Do you have a way to gather and study information about your competitors?
- ☐ Do you have plans to make your business stand out from competitors?
- ☐ Assign a person to formulate a Competitive Analysis
- ☐ Assign a day & time to work on Competitive Analysis

Relationship Management

- ☐ Do you have plans for keeping good relationships with customers?
- ☐ Do you collect feedback from customers and use it to improve?
- ☐ Do you try to sell more to existing customers?
- ☐ Assign a person to formulate a Relationship Management
- ☐ Assign a day & time to work on Relationship Management

Key Performance Indicators (KPIs)

- ☐ Have you chosen important things to measure your success?
- ☐ Do you regularly check and report on these measurements?
- ☐ Are you keeping an eye on things like how many leads become customers and how much money you're making?
- ☐ Assign a person to formulate a Key Performance Indicators (KPIs)
- ☐ Assign a day & time to work on Key Performance Indicators (KPIs)

Performance Review and Improvement

- ☐ Do you check how well your business development is working?
- ☐ Do you look for ways to make it better when you find problems?
- ☐ Do you have plans to fix what's not working?
- ☐ Assign a person to formulate a Performance Review and Improvement
- ☐ Assign a day & time to work on Performance Review and Improvement

Budget and Resource Allocation

- ☐ Do you have a set amount of money for business development?
- ☐ Are you spending your money in the right ways?
- ☐ Assign a person to formulate a Budget and Resource Allocation
- ☐ Assign a day & time to work on Budget and Resource Allocation

Risk Management

- ☐ Do you think about what could go wrong and how to deal with it?
- ☐ Do you have a plan for what to do if something bad happens?
- ☐ Assign a person to formulate a Risk Management
- ☐ Assign a day & time to work on Risk Management

Adaptability and Innovation

- ☐ Do you and your team look for new and better ways to do things?
- ☐ Assign a person to formulate a Adaptability and Innovation
- ☐ Assign a day & time to work on Adaptability and Innovation

Customer Success and Retention

- ☐ After people become customers, do you help them be successful with your product or service?
- ☐ Do you have plans to keep customers coming back for more?
- ☐ Assign a person to formulate a Customer Success and Retention
- ☐ Assign a day & time to work on Customer Success and Retention

Technology and Tools

- ☐ Are you using the right technology and tools for your business development?
- ☐ Are these tools able to work together smoothly?
- ☐ Assign a person to formulate a Technology and Tools
- ☐ Assign a day & time to work on Technology and Tools

Reporting and Communication

- ☐ Do you have a way to regularly share information about business development?
- ☐ Are you telling the right people about what's going on?
- ☐ Assign a person to formulate a Reporting and Communication
- ☐ Assign a day & time to work on Reporting and Communication

Scalability and Growth

- ☐ Can your business development plan grow as your business does?
- ☐ Do you have plans for expanding into new markets or customer groups?
- ☐ Assign a person to formulate a Scalability and Growth
- ☐ Assign a day & time to work on Scalability and Growth

Feedback and Employee Satisfaction

- ☐ Do the people doing business development feel good about their jobs?
- ☐ Do you ask them for ideas and opinions to make things better?
- ☐ Assign a person to formulate a Feedback and Employee Satisfaction
- ☐ Assign a day & time to work on Feedback and Employee Satisfaction

Training and Development

- ☐ Do your business development employees get training to do their jobs better?
- ☐ Do employees share what they know with each other?
- ☐ Are your employees using the right tools and technology?
- ☐ Assign a person to formulate a Training and Development
- ☐ Assign a day & time to work on Training and Development

Compliance and Legal Considerations

- ☐ Are you following the laws and rules for business development?
- ☐ Are you taking good care of people's private information if you collect it?
- ☐ Assign a person to formulate a Compliance and Legal Considerations
- ☐ Assign a day & time to work on Compliance and Legal Considerations