

Networking Questions

Part A: On Your Own

1. What activities are you engaged in currently and what activities have you used in the past to build collaborations and create a network?

2. What activities are successful?

3. What activities were not successful?

Part B: After the discussion

Discuss and record the activities that you currently do or could be doing to build your business network. List these items on the flipcharts provided.

3 Networking Lessons

What were the three most important points you learned about networking?

1. _____

2. _____

3. _____

Target the Right Customer

Export Ready

- Pre-Commercial / Post Commercial
- Business Strategy Stage or Ready to Conduct Trade

Customer Demographics

- Geography
- Industry / Sector (Private and Government)
- Product
- Existing Markets

Market Research

- BD Essentials highlighted market research
- This is the time to apply the research

Competition

- What do they sell?
- How do you differentiate yourself?
- What is their market?
- To whom do they sell?

Your Product or Service Analysis

- Clearly Articulate Your Offering
- Technical Language vs Language of Marketing and Sales

Targeting Military / Defence

- Large and complicated relationships to foster
- Partnerships are very advisable
- Cluster models now common in aerospace, IT, ocean tech, lead to more success
- Open to assisting in creating new iterations to meet their very specific need
- Must be very well prepared for the initial introduction

My Targeting

1. In what area of targeting the customer do I need to do more research?

2. What methods can I use?

3. Who or what could help me?

Building Customer Relationships

To build long-term relationships organizations must:

- understand what customers need, want, and expect
- measure customer satisfaction
- keep in touch with the needs of current and potential customers
- retain customers is more profitable than losing them
- generate more profits with each additional year of a relationship

1 - Develop Trust

- People are generally skeptical
- Assume a potential client/customer is uninformed about your product or service
- Learn about potential client/customer - Both their industry and their offering

2 - Build Credibility

- Be Professional – Demeanour and Language
- Respect Confidentiality – related to your own organization and client / customer
- Be the Go-TO Person

3 - Stay in Touch

- Stay in Touch - Phone Calls, Emails, Coffee / Lunch / Dinner, Occasional Personal or Corporate Acknowledgements
- Don't fear "annoying" the customer
- Become a valuable part of their team

4 – Manage the Pipeline

- Focus Your Customer Care - Maximize Your Time
 - 80/20 Rule - 80% time on top 20%
- Managing the Other Customers
 - Develop a system to maintain "purposeful" relationships
 - Don't let them take all your time

5 – Deliver

- On Time and On Budget
- Give the Customer What They Want / What They Asked For
- Do Not Oversell
- Be Responsive

6 - Differentiate

- Leave the Competition Behind
- But always be aware of the Competition
- Leverage Why You Are Different
 - Product
 - Cutting Edge Technology
 - Market Growth
 - More Reliable / Better Value
 - Service
 - Big team
 - More experience
 - Repeat Customers

Current State of Customer Relationships

In the current state of your business development, which of these will provide you with the best output and the best value? Why?
