

New bizz

Experiences, reflections,
recommendations

The situation – a vox pop

- How important is NB?
- For us it is essential

On a scale from 1 to 5 we must choose 5

The situation – a vox pop

- How important is NB?
- For us it is essential

- But how are we performing?

The situation – a vox pop

- How important is NB?
- For us it is essential
- But how are we performing?

On a scale from 1 to 5
– we achieve an average 3

The challenge of focus – New Bizz versus Old bizz

Share of new clients per year:

Average: 25-60 %

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2011: 36 %

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2011: 36 %

Business Zone: 36 %

Public Zone: 60 %

Life Zone: 12 %

The challenge of focus

– New Bizz versus Old bizz

Learnings:

- No easy answers
- You have limited resources
- You have to make choices

The challenge of focus

– New Bizz versus Old bizz

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Recommendation:

- Analyzis
- Strategy
- Implementation

Analyzis

Elements:

- Analyze 10 latest new clients
- Analyze 10 latest lost clients/tenders

Analyzis

Elements:

- Analyze 10 latest new clients
- Analyze 10 latest lost clients/tenders
- Identify specific potentials: strongholds, relations, etc.
- Identify specific barriers: management alone, comfort zone, juniors lacking experience, etc.

Strategy

- Focus on getting access to decisionmakers, not on selling solutions
- Define your own targets
- Exercise "Blue Ocean Strategy"
- Minimize participation in tenders
- Combine proactivity with reactivity
- Establish and maintain relations
 - Use LinkedIn to monitor

Strategy

Establish supplementary saleschannels

- Advertizing and medie agencies
- Consultants: architechts, cityplanners, management consultants, consulting engineers

Implementation

Work smarter, not harder

- Be effective and streamline (LEAN)
- Think repetitive (campaigns, not one off's)
- Minimize the time invested (keep it simple
-PP's, face-to-face dialogue, etc.)
- Etc.

Overall learning

- Perform as if you were working for a client.

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- What you do for your clients today defines your success in New Bizz next year.

Overall learning

- Perform as if you were working for a client.
- What you do for your clients today defines your success in New Bizz next year.
- What you don't do for your clients today defines your failures in New Bizz next year.

Thank you for listening