

How to Jumpstart Your Business in 90 Days **By Christine Spray**

Whether you are an entrepreneur looking to kick off a new idea or you are an established company looking to revive your marketing and business development efforts, there are several strategies to help you jumpstart your business in 90 days.

At the heart of this process is making the most of the relationships you already have. It is recommended that you start with your initial connections: prospects, clients and centers of influence with whom you have already established rapport and trust. These contacts should and could be good referral sources but may not have referred you business in the past 12 months. This is your low hanging fruit. We all build a network over time, but forget about people we know and we don't know how to stay in contact with them or help them unless we have a lead for them at the moment.

The objective of jumpstarting your busy in 90 days is easy to do if you start with the people you already know as opposed to going to a new networking group and meeting someone for the first time – establishing trust and rapport takes time.

Make a Trust List of all the people you know who could refer you business and reach out to them to reconnect via coffee or lunch. In the email to reconnect, only mention that it's been a while since you connected and you'd love to meet within the next two weeks - and propose a time and place to meet.

Before the Meeting

In preparation for the meeting, there are a few must have items to have in your arsenal. As you get ready, be sure you have the following information prepared and ready to go for your meeting:

- Three success stories (case studies)
 - What you did
 - Who you did it for
 - With what results
 - Ten second version of the story
 - Two minute version of the story
- Specification of the ideal client relationship
- Trust List - list of everyone that knows you and trusts you (this is who knows you not just who you know)



Other materials that would certainly augment your meeting but are not required include:

- A formal resume
- Informal bio
- Sample brochures
- Draft of simple follow up letter
- Draft proposal
- Presentation book

During the Meeting

When you meet face to face, connect about the weather or something personal and what you are both doing, then be strategic and methodical and say the following after you warm up the conversation:

- I appreciate your relationship because....
- I would like to continue to build our relationship and help you anyway I can.
- Share case studies of what you are each doing
- Plan on helping each other so that something productive happens and the meeting was worth the time by saying, “who can we introduce each other to?”

During your meeting, be sure to remind your contact of your value proposition. Consider the following when developing the value proposition and be sure that you are able to articulate these responses in laymen words:

- What is the profile of your most promising prospect(s)?
- What is this audience’s most pressing concern?
- What solution(s) are you offering?
- How will the buyer’s situation materially improve as a result?
- What alternative(s) does your audience have for addressing that concern?
- What makes your solution a better choice than the alternative?
- What evidence or guarantee can you provide that you’ll deliver the promised results?

After the Meeting

The most crucial step after the meeting is to follow up on the action items you discussed during the meeting. Be sure that you are timely with your follow up. If you say you are going to do something within 24 hours, keep your word and do so within the promised timeframe. When following up after the initial meeting; hence, demonstrate how you can meet their needs or make a new introduction for them.



Remember, that even if you do not land a new business deal, keep the relationship in-tact. Stay in touch with your relationships and when appropriate to stay on their radar, send eNewsletters, articles, invitations and referrals.

For other great practice growth and business development resources, please visit the National Business Development Association website at www.nbda.co.



Christine Spray, a nationally recognized business development professional, trainer and coach, is the founder and president of the National Business Development Association and president of Strategic Catalyst, Inc.

