






CREATIVE AGENCY SECRETS.COM

Rebecca Caroe's methodology for winning more customers

[Wikipedia definition: [What is Business Development](#)]

-  **1. State Your Business**
What you do, who you are, for whom you work / supply
-  **2. Marketing Communications**
Review all marketing materials, media
-  **3. New Business Pipeline**
List possible customers, track conversion rates
-  **4. Profile Raising**
How to get noticed, where to get noticed, what it takes to make that environment easy to do new business
-  **5. Relationship Development**
Keeping the conversation going, building your database
-  **6. Creating Opportunities**
Top tips, who, how, when
-  **7. Making New Business Happen**
Get the team engaged, running campaigns, keeping track of progress, thinking about new areas of work
-  **8. Analysis and feedback**
Tracking progress, post pitch debriefing, post pitch analysis