



Business Development Engagement Techniques

The Power of the Phone



Higher Engagement

Tailored to the Client

You can Display Expertise and Credibility

Easier to Build Rapport and be Genuine

Can Cover More Ground



Email Pros and Cons

Pros

Large Scale
Can be Automated

Advice

Emails should be

- Short
- Specific
- Differentiate you
- Have a call to action

Cons

Low Open Rate
Even Lower Engagement
Levels



Using LinkedIn Correctly

Posting

Connections

InMails

Advice

- Don't Spam
- Connect with notes
- Post with specificity
- Engage audience

Socials, Networking & Events



Coordinate Brands

Advertise as a Specialist

Go to Events

Organise Events

Differentiate Yourself and Your Company