



Business Development Business Development Specialisation

Why Specialisation is Important



Improved
Quality



Standout
from the
Competition



Reduced Risk



Enhanced
Efficiency &
Productivity



Quicker
Learning
Curve for
Employees

Compounding Effect of Specialisation

Worked Example: Software Developers
500 Candidates and 500 Clients

500 CN x 100%
Geography x
100% Client Fit =
500

500 CN x 50%
Geography x
100% Client
Fit =
250

250 CN x 50%
Geography x
100% Client
Fit =
125

100 CN x 20%
Geography x
33% Client Fit
=
6.6

Team of Five People

500 CN x 100%
Geography x
100% Client Fit =
2500

100 CN x 20%
Geography x
33% Client Fit
=
30

How to Pitch
Specialisation



Corporate Branding-
Website and LinkedIn



Personal Branding-
LinkedIn (Content,
Events)



Collateral



Candidate Showcases



Track Record



Testimonials