



# Executive Search Business Development

## Three Key Business Development Principles

- 1 Value Added Collateral
- 2 Advisory
- 3 Making Introductions

### Value Added Collateral

#### Knowledge Gifts



Salary Surveys  
Competitor Insights  
Market Insights

### Advisory

#### Productised Services Vs Expertise



Specific projects with clients  
Actionable insights clients can use  
A product you can present to the client

### Making Introductions

#### Adding Value Through Introducing People and Businesses



Think about who you are introducing  
Don't introduce people you can sell

### Eight Touch Points of a Sale

First Time  
That's Interesting

Second Time  
It's Interesting

Third Time  
Your Interesting