



# 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