

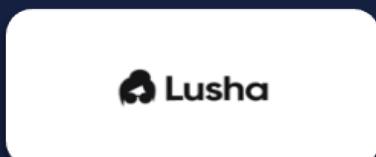


# Business Development

## Introduction to Business Development

Business Development refers to the activities and strategies to stimulate growth, improve performance and expand its reach by identifying new opportunities, forming relationships and adding value to a company

### Sources of Information



Candidates



Podcasts



Networking & Events



Email Based



Phone Based

### Cadences for Business Development

1 Initial Outreach



2 Follow-up



3 Courteous Reminder

### Frequency of touching base

12 Weeks