



Opening Doors

“I’m Fine Once I Get In Front of
the Right Person”

Who's.....WHO



- CEO – Strategic Growth Plan & Setting of Departmental Objectives
- Managing Director – Overall Tactical Achievement of Objectives
- Operations Director – Gross Profit, Streamlining Operations
- Financial Director – Net Profit, Financial Processes & Planning
- Sales Director – All Sales Revenues
- IT Director – Process Automation and Sustaining Operations



Research the Organisation

- Growth Strategy?
- Who are the Key Players?
- What is their Business Status?
- Check Sector Drivers?
- Corporate Report, Articles, Corporate Informer?



What are the Key Issues?

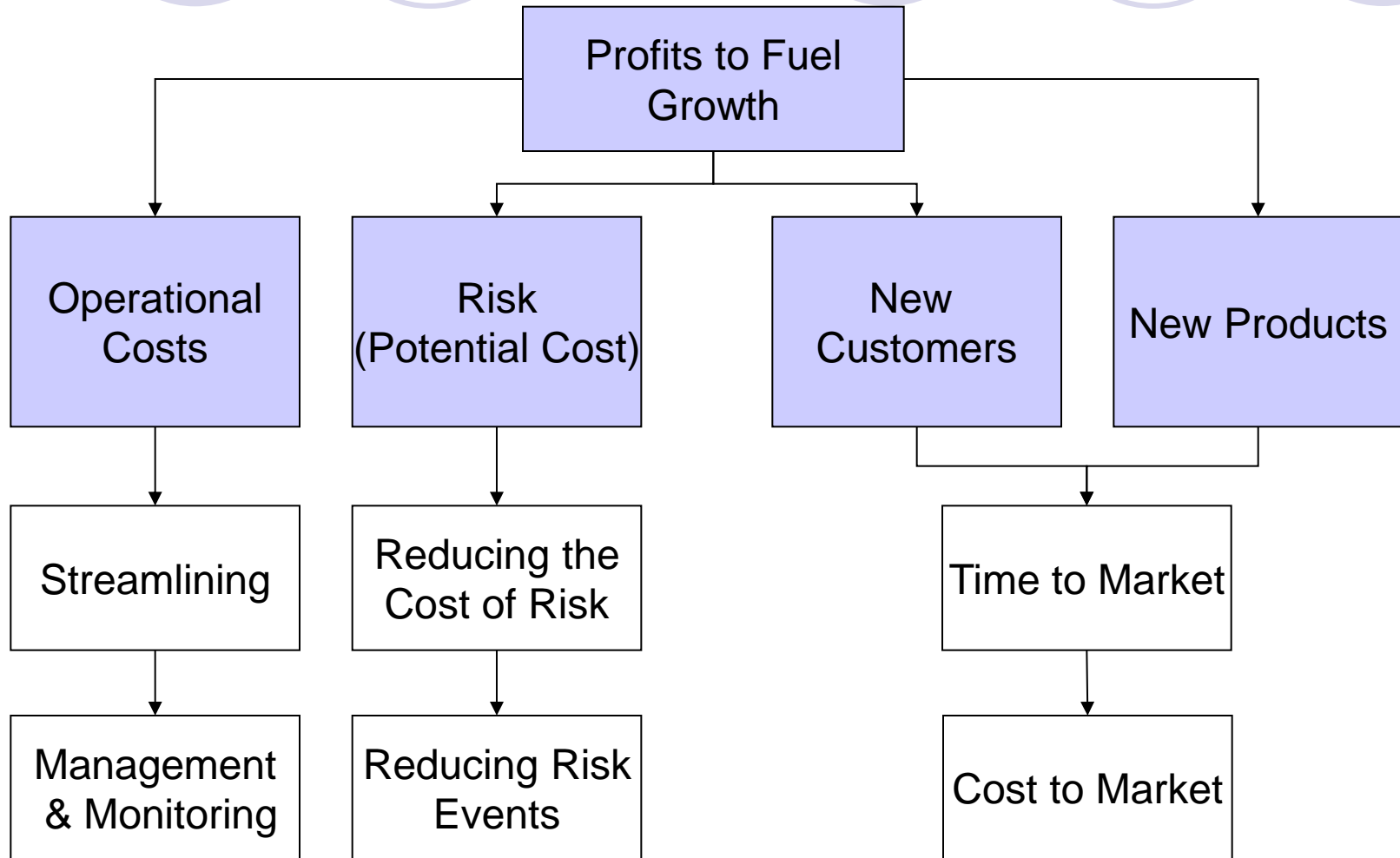
- Merger and Acquisition – Speed/Cost of Alignment
- Organic Growth – Increasing Market Penetration, Keeping Customers
- Focus on Core Business – Disposal and Speedy Cost Reduction

Know Your Authority



- Drivers – Meeting Objectives at Any Cost - Everything Yesterday, Impervious
- Analyticals – To Know they are RIGHT, Basis of Fact, Low Reactors
- Expressives – To Convince, Argue Their Corner, Loners
- Amiables – To Build, via Consensus and Team Plays

Key Business Imperatives



Linking It Together



- Call-Up

Find out as much as you can.

- Explain why you are calling
- Always speak to somebody
- Question informers receptionists, sales, technicians etc.
 - How's business, project load, types of projects,
 - How is legislation affecting them etc.
 - Try and find nature of key issues

Linking It Together



- Writing to CEO of High Growth Company
 - How will you affect his corporate growth?
 - Speedily align new processes, technologies etc?
 - E.g. Ensure staff are well trained, quickly?
 - Minimise any risk that may slow down acquisition e.g. legal wrangles

Linking It Together



- Writing to IT Director

Company in Organic Growth Mode

- Always looking to shorten TTM and reduce costs (contractors?)
- May require specialist skills (e.g. very Old or very new technologies)
- Look out for urgent projects
- IT depts are always under pressure

Linking It Together



- Writing to Operations Director

Company in Organic Growth Mode

- Always looking to streamline operations
- Suggest ways you will help to accomplish this
- Always interested in 'something new'.
- What are rivals doing?



Remember

- NO – Feature, Benefit, Payoff
- YES – Business imperatives, processes, risks, commercial objectives, injecting pace, supporting growth.
- Link your product to business imperative.
- Try and learn the ‘language of the business’.