

# Business Development Alignment

## Objective Two

Business Development is much more than targeting and selling. It is not only external to the organization in nature but is very much internal.



Companies can definitely grow through strong business development efforts. However, the key to successful strategic business development is determining the customers and markets that are key to the RM and the necessary support and infrastructure required and crucial to it working properly. In Business Development alignment, I work together with the organization's key internal leaders to develop a foundation of looking at the entirety of the marketplace and the opportunities presented.

- A secondary RM is developed to look at new customer, new market and geographical opportunities and determining what will be required to make these opportunities realizable. Are product enhancements, changes or completely new products required?
- Do the company's current products and services address the needs of the marketplace that the organization is doing the majority of business in or does it need to adapt to the changes in its customer base, and further to any newly defined customer opportunity or market?

The word "alignment" is most critical here. Many companies are excellent at having or are successful at acquiring strong "hunters", only to find that the hunter is not in alignment with the organizations capabilities, resources, scheduling, and/or ability to adapt to new needs of the marketplace that the hunter(s) has uncovered and potentially has made commitments to.

### *Noteworthy*

During Business Alignment, I work to help create a system of overall Business Development.

This addresses the development of communication and processes that align the external business development and sales aspect with the internal components of engineering *or service development*, manufacturing, and financial capabilities and support.

It creates a seamless goal-centric model of aligning all functional areas both strategically and procedurally.

### **Contact**

Michael Minailo

michaelminailo@sun2icegroup.com

949.337.9777