



The Inside Story

YOUR OPPORTUNITY BROKER

We connect the right people and the right businesses together

BUSINESS DEVELOPMENT

The Inside Story Business Development Services are tailored to the needs of our clients to assist them in growing their business and key relationships to ensure success. We have developed a three-step process that is effective and affordable.



STRATEGY SESSION

A one-on-one meeting where we develop:

- Business Development strategy session- up to four hours
- Discover/Unleash the “Inside Story” -intro paragraph, 60 second commercial
- Build a list of intros- open doors - Minimum of 3 intros from session
- Determine your target audience/vertical list- construction, real estate, healthcare, new investors, etc...
- Map out new revenue stream(s)
- Build a list of areas that TIS can help you connect and find the right strategic partners

Available service offerings following the discovery session:

STRATEGIC PARTNERSHIP

- Formalize a strategic partnership agreement
- Utilize TIS as your extension to various opportunities available to Women owned businesses- we are WBENC certified
- Establish commission rate, fees (flat, finder’s fees)
- Determine if organic or structured
- Developing detailed criteria for key introductions
- Create for you an “Intro paragraph/email campaign template
- Work with you on establishing a 1-minute introduction to your company
- Build Your Ambassador list
- If applicable- Recruit and add to your team- contractor and/or direct hire
- Discuss recruitment efforts- copywriter? COO? Production manager?
- Complete Perfect Calendar Document together- time management/energy
- Discuss Sales process/flow-create one/flowchart if you do not have one

OUTSOURCED BUSINESS DEVELOPMENT TEAM

- An opportunity to outsource your business development to the TIS team
- Put TIS on a monthly retainer; guaranteed, predetermined number of intros per month
- 1-2 Onsite meetings a month-client and prospect meetings
- Follow-up administrative support