

# Creating a business development strategy



Craft an elevator pitch



List out your SMART goals



Perform a SWOT analysis



Define your audience



Conduct market research



State your KPIs



Plan a budget



Focus on strong customer service



Incorporate a sales plan



Implement a process

# Business Development Is Everyones Business

**United States. Congress. Senate.  
Committee on Military Affairs**

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**Everyone's business** ,2021-02-08

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