



## BD PERSPECTIVE

### **Shedding The Burden of Business Development:**

#### **How outsourcing the effort can enhance program continuity and success.**

Business Development. It's a two-word phrase that simultaneously inspires and intimidates even the most fearless owners and managers.

Executives in all sizes and types of companies have less time than ever to allocate to this high-priority activity. It has also become increasingly difficult to identify viable prospects — much less to connect with elusive decision-makers, who are dealing with their own jam-packed schedules.

As a result, corporate entities from small to super-sized are beginning to look for effective and affordable outsource solutions. One such business development solution is Marshall Face2Face.

“In short, our clients benefit from a consistent and sustained business development effort, for a reasonable fee, while freeing up their own time for high-impact activities,” says Bob Marshall, founder and CEO. “A large corporation may be looking to outsource just the lead generation and appointment securement functions. However, small companies are often looking for a full-fledged marketing and development partner.”

#### **Any contact. Versus the right contact.**

Many companies feel the need to be more proactive in their upfront marketing. The problem is, you can easily spend anywhere from one to four hours of setup-call time for a single prospect.

Marshall Face2Face franchisees are equipped to handle both opportunity identification and upfront contact. This enables each client to drill into the opportunities that are most appropriate. For businesses who have long sales cycles, and an involved process for negotiating contracts, this adds particular value to the business development effort.

It's one thing to get through to someone. And quite another to get through to the right person. The most important function of Marshall Face2Face is to get a client face-to-face time with the person who has the horsepower to sign the purchase order.



“I don’t know how Marshall does it,” says Norm Moore, vice president of Systemetrics, Inc., a Cranston, RI software training and custom programming firm. “They have a real knack for making the right appointment within a company.”

### **The persistence needed to penetrate new markets.**

While inhouse business development is typically an on-again, off-again effort, Marshall Face2Face offers a cost-effective way to methodically penetrate new markets.

“Our three partners are actively involved in our work,” says Al Spagnolo, president of Spagnolo, Gisness & Associates, a Boston-based architectural firm. “And although I enjoy marketing, my primary role is lead designer. That’s why we gave Marshall the task of connecting with about 100 educational institutions — which they accomplished within a four-month period. We’d never have the time, or the tenacity, to do that on our own.”

Martin Israelit, president of Providence-based Coldmasters Temperature Control, Inc., echoes this sentiment.

“Our involvement with Marshall changed the overall character of our company,” Israelit states. “In our case, we grew from an annual volume of \$4.2 million to over \$6 million. It’s a cost-effective and consistent way to fight the battle — and someone is always keeping the business development effort in motion.”

### **Using knowledge and networks to cast a wider net.**

Along with a very focused and productive effort, Marshall Face2Face offers clients some intangible benefits.

“Our clients are actually getting much more than a contact resource,” Bob Marshall explains, “they tap into a network of knowledge, relationships and referrals that we’re constantly refining and expanding.”

It’s an added benefit that isn’t lost on Steve Kelleher, owner of a six-person architectural firm in Fairhaven, MA.

“Unlike my initial years as a one-man operation,” Kelleher says, “we now need a fair amount of meat-and-potatoes work to keep us profitable. Marshall helped us to expand our activity in areas like high-end residential and commercial/industrial projects. That fit in with our defined growth strategy to develop a loyal following of A-list clients. People who really value our attention to quality and detail.”



### **Building a franchise to cover a wider region.**

As client relationships evolve, Marshall Face2Face is like a silent partner. This is especially true in smaller companies that require a wider scope of services.

Martin Israelit, who enjoyed the benefits of the Marshall system for over six years, sums it up in this manner:

“I’ve found that if people are here for a week, that’s what they’ll generally take to get the job done. But Marshall knows how to hone-in quickly on the task at hand — doing more in a day than most people can do in five.”

#### **marshallface2face.com**

*Marshall Face2Face is an affordable outsource partner — for lead generation and appointment securement — with the power to revolutionize an enterprise’s business development strategy. Visit us online to learn more about our field-proven system, and about how we can tailor a program to meet your needs.*