



The BD Revolution

Strategy-Driven Growth for
Future-Forward A/E/C Firms

Presented by

Tim Asimos, CPSM

Head of Growth @ Client Savvy

Why a Revolution?

**A competitive A/E/C
environment demands
BD innovation.**

Common Challenges...

- **Evolving Buyer Behaviors / Client Expectations**
- **Increasing Competition / Market Saturation**
- **Lack of Strategic Differentiation**
- **Client Retention vs. New Client Acquisition**
- **Dependence on Relationships & Referrals**
- **Navigating a Long Sales Cycle**
- **Pricing Pressures / Difficulty Communicating Value**
- **Limited Marketing Efforts**
- **Ineffective BD Model / Structure**

A BD REVOLUTION

How Do AEC Firms Structure BD?



Rainmaker



**Key
Accounts**



Seller-Doer



**Dedicated
BD**

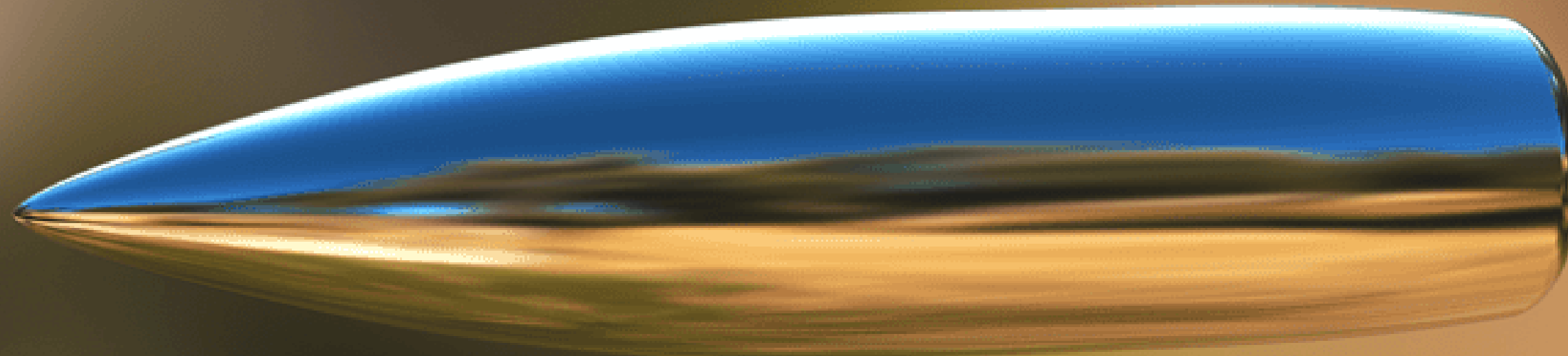


**Marketer
BD**

A professional business meeting scene. In the center, a man in a teal blazer and light purple shirt is shaking hands with another man in a light purple shirt. In the background, a man with glasses and a woman are visible, along with a whiteboard showing a pie chart. The overall atmosphere is positive and collaborative.

**What BD model should
your firm use?**

No single BD model fits ~~all~~ ^{any} firms.





**The issue is often less about
structure, and more about strategy...**





**... and
Execution.**

OLD WAY

NEW WAY

Five Ways to Revolutionize BD at Your Firm





1

Borrow Tech Industry Sales Methods



Swipe from the best, then adapt.

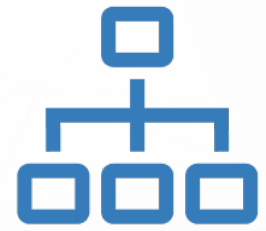
Tom Peters

A person in a blue shirt is pointing at a document on a wooden desk. Another person in a brown shirt is standing next to them, also looking at the document. The desk has a laptop, a pen, a folder, and a hard hat. The background shows a window with a view of a building.

Tech companies excel at driving growth with scalable, client-centric, and data-driven sales processes.

WHAT TO BORROW

Key Principles from Tech Sales



**Scalable
Teams &
Processes**



**Client
Segmentation**



**Pipeline
Management
& Forecasting**



**CRM &
Marketing
Automation**



**CLV &
Share-of-
Wallet**



**Data-Driven
Decisions**

Build a Sales Playbook.

Standardize methodology, processes, best practices, and messaging across your BD team.

SALES ENABLEMENT

Empower Your Team & Your Clients

Equip BD teams with the tools, content, training, and resources to engage prospects effectively, and seamlessly guide buyers.

Key Components

- **Content Resources:** White papers, guides, FAQs, case studies, pitch decks, and qualifications templates tailored to client needs.
- **Communication Resources:** Email templates, sales scripts, battle cards, checklists, and other materials to expedite outreach and ensure consistency.
- **Training and Development:** Regular training on industry trends, BD techniques, relationship-building skills, and presentation skills.
- **Technology Integration:** CRM systems, sales automation tools, and analytics platforms.
- **Collaboration Tools:** Alignment between marketing and sales to ensure consistent messaging.



Generate Demand for Your Expertise.

Drive awareness and interest with a long-term, education-focused strategy that prioritizes reaching and engaging “out of market” buyers.





2

Adopt an Account-Based Approach

2 Problems
with the typical
marketing/BD
approach.

1

PROBLEMS WITH THE TYPICAL MARKETING/BD APPROACH.

Marketing's efforts by nature cast a wide net that can waste valuable (and limited) resources.

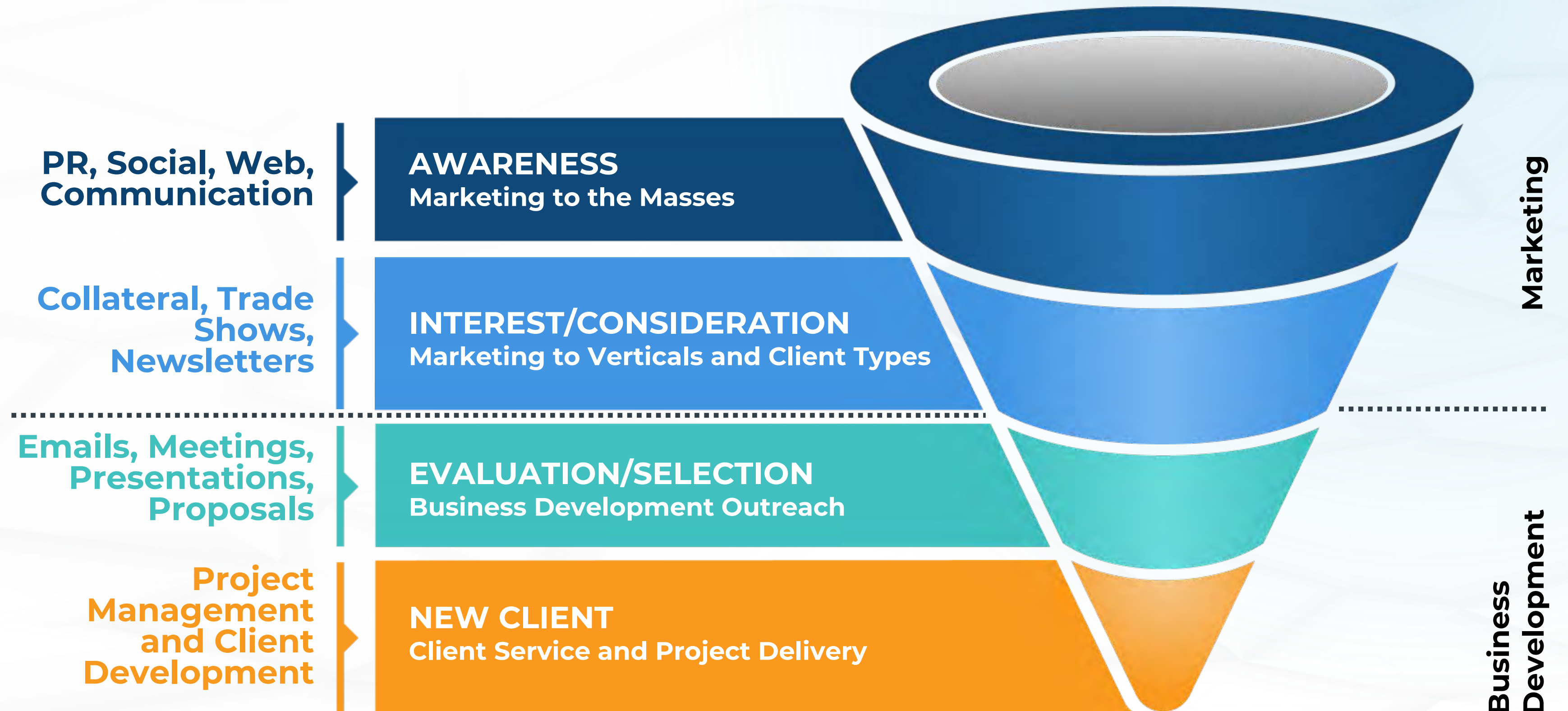


2

PROBLEMS WITH THE TYPICAL MARKETING/BD APPROACH.

Business developers work independently with very little proactive help from the marketing team.

TYPICAL FUNNEL DIVIDE





BD and marketing should work together in a coordinated effort to maximize revenue growth.



Account-Based Marketing

According to Engagio

A strategic approach that coordinates personalized marketing and sales efforts to open doors and deepen engagement at specific accounts.

Spend time and energy on specific target accounts—those most likely to drive revenue.



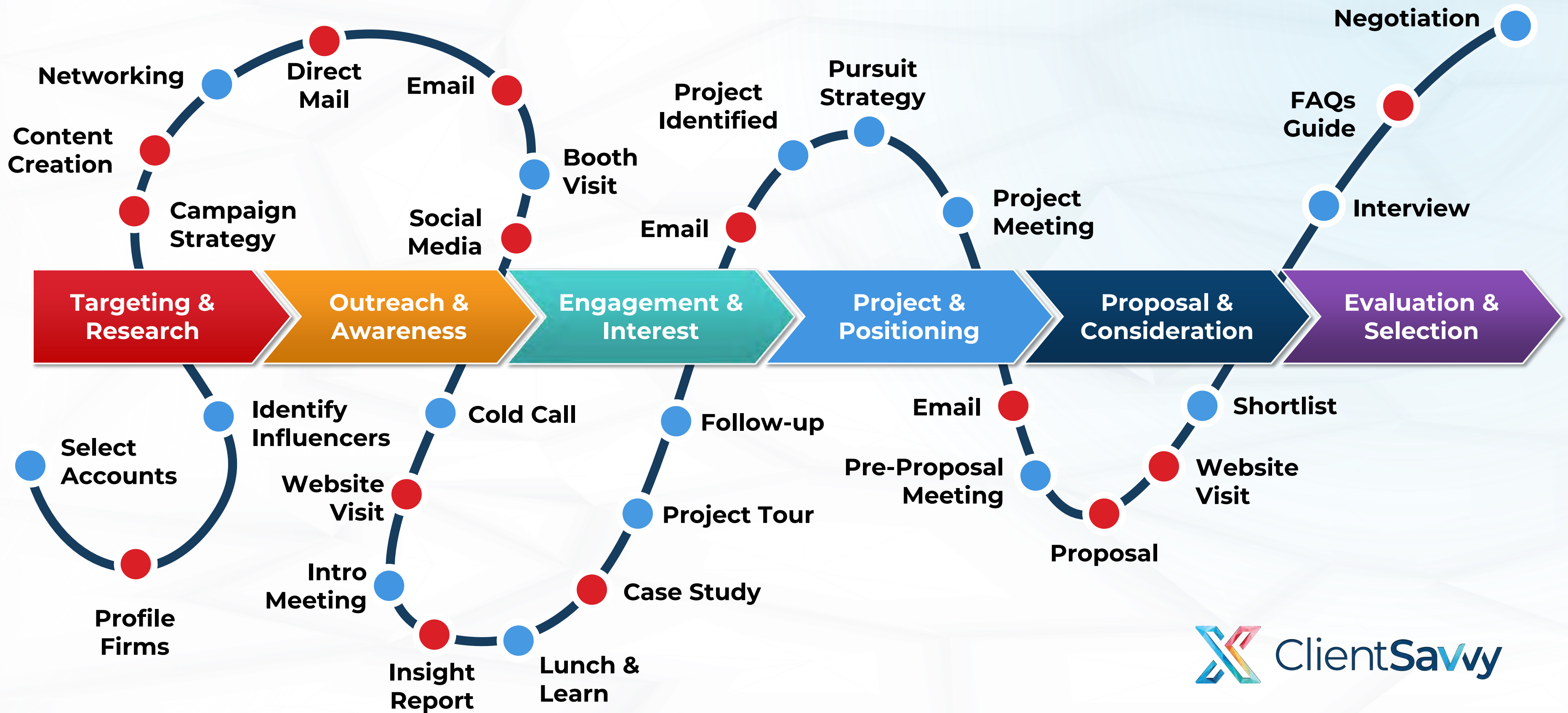
A hand is shown aiming an arrow at a target. The target is a circular bullseye with concentric rings, and the arrow is hitting the center. The background is a cloudy sky. The text "Execute targeted and coordinated campaigns." is overlaid on the left side of the image.

**Execute targeted
and coordinated
campaigns.**

A/E/C BUYER'S JOURNEY

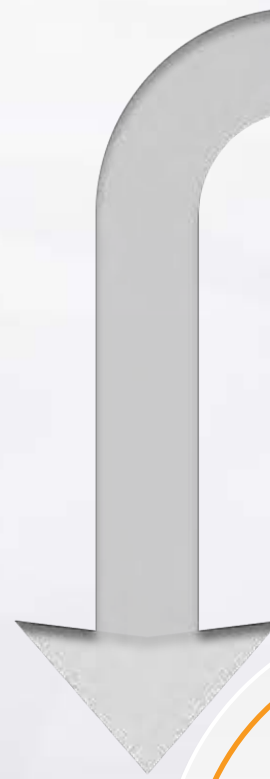
The ABM Approach

● MARKETING ● BD



5-Steps for Success

with Account-Based Marketing



**Identify
Best-fit
Target
Accounts**

**Research &
Profile Target
“Logos”**

**Engage with
Key Decision
Makers**

**Develop
Personalized
Content &
Campaigns**

**Measure
Success &
Optimize
Results**

A person in a blue suit is shown from the chest down, holding a glowing lightbulb with both hands. The lightbulb is illuminated, casting a warm glow. The background is slightly blurred, showing what appears to be a window or a wall.

3

Activate Your Firm's Promoters

**How often do
your seller-doers
ask for referrals?**



**What percentage
of clients would
refer you if it
were easy to?**

79%

(Survey of 6,990 clients of 139 AE firms)



Do the Math!

Total Revenue:

\$10M

Total Clients:

100

Key Contacts Per Client:

$$\text{x } \underline{\mathbf{2}} \text{ \#} = \underline{\mathbf{200}}$$

Percent You Ask for Feedback:

$$\text{x } \underline{\mathbf{75}} \text{ \%} = \underline{\mathbf{150}}$$

Expected Response Rate:

$$\text{x } \underline{\mathbf{40}} \text{ \%} = \underline{\mathbf{60}}$$

Percent Who Rave About You:

$$\text{x } \underline{\mathbf{75}} \text{ \%} = \underline{\mathbf{46}}$$

Percent You Ask for a Referral:

$$\text{x } \underline{\mathbf{75}} \text{ \%} = \underline{\mathbf{34}}$$

Number of Referrals Each:

$$\text{x } \underline{\mathbf{1.5}} \text{ \#} = \underline{\mathbf{51}}$$

Average

SHORTCUT!

Activating Promoters could be "worth" 17% of Net Service Revenue

$$\text{x } \underline{\mathbf{50}} \text{ \%} = \underline{\mathbf{26}}$$

Average

t:

$$\text{x } \underline{\mathbf{100k}} \text{ \$} = \underline{\mathbf{2.6M}} \text{ \$}$$

Average

$$\text{x } \underline{\mathbf{64}} \text{ \%} = \underline{\mathbf{1.7M}} \text{ \$}$$

(@ 15% net profit, 85% retention, 10% discount rate)

Identify Your Promoters.

Creating a promoter isn't enough. You have to find them!



How likely are you to recommend us to a colleague or peer?



Activating Promoters

Three steps to getting the referrals you want



Research

Relate

React


RESEARCH

Review Feedback

- **Surveys**
- **Interviews**
- **Informal**
- **Financial**

RELATE

Facilitate Referrals

- **Set up an in-person meeting**
 - **Review project**
 - **Understand what you did differently/better**
 - **Affirm success**
 - **Ask who else might benefit from your services**
- 

REACT

Capitalize on Referrals

- **Follow up with referrals with invitations to connect**
- **Don't sell right away!**
- **Get to know their business, and share work with promoter.**
- **Keep the promoter in the loop and brainstorm solutions.**



4

Differentiate through Exceptional CX

The Great ~~Differentiators~~ **Equalizers**.



Our People



Our Expertise



Our Experience



Our Product



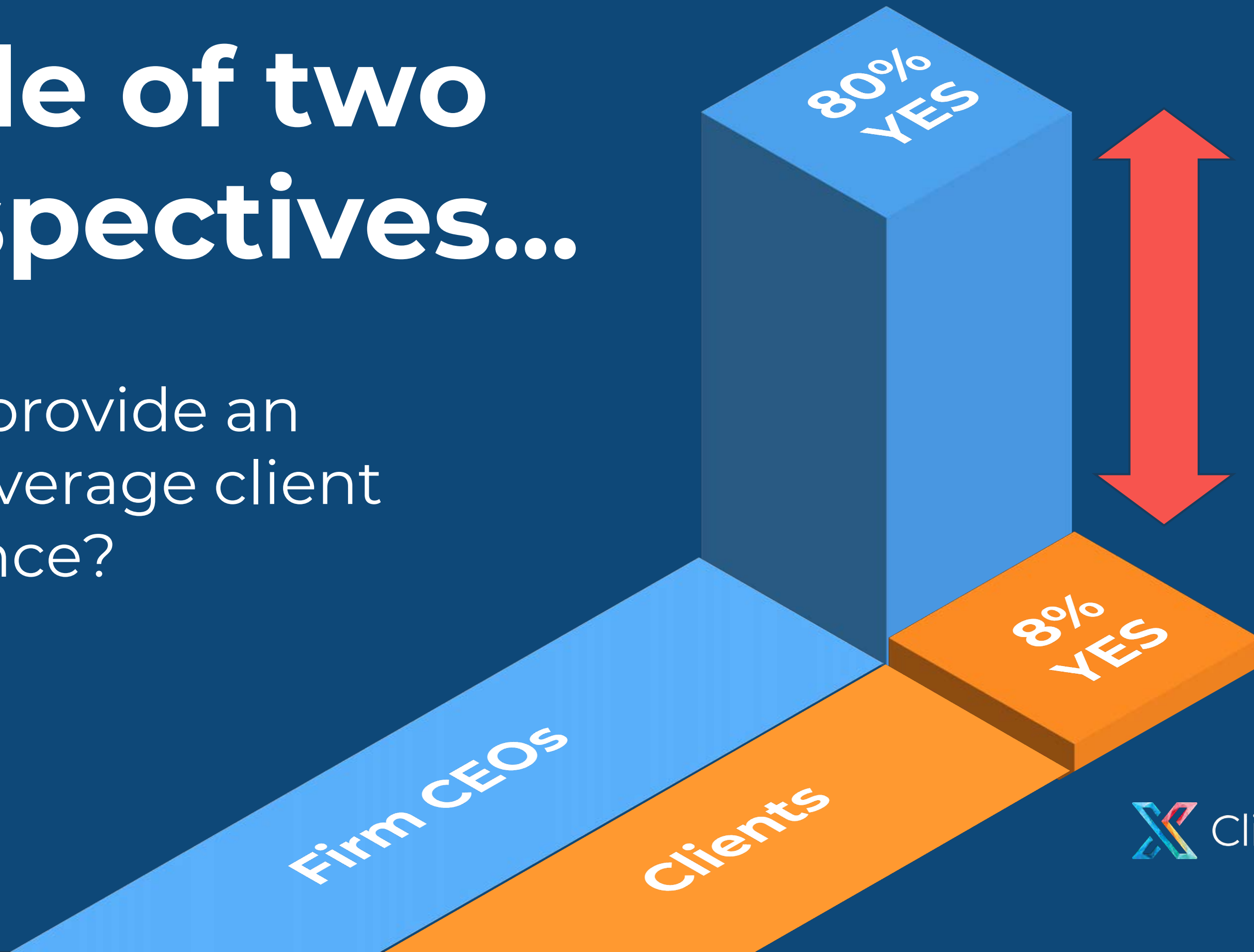
Our Process



Our Culture

A tale of two perspectives...

Do you provide an above-average client experience?



Source: Bain & Company
562 CEOs Surveyed

The Cost of Broken CX

7%

7% of AEC clients are actively looking for new service providers.

24%

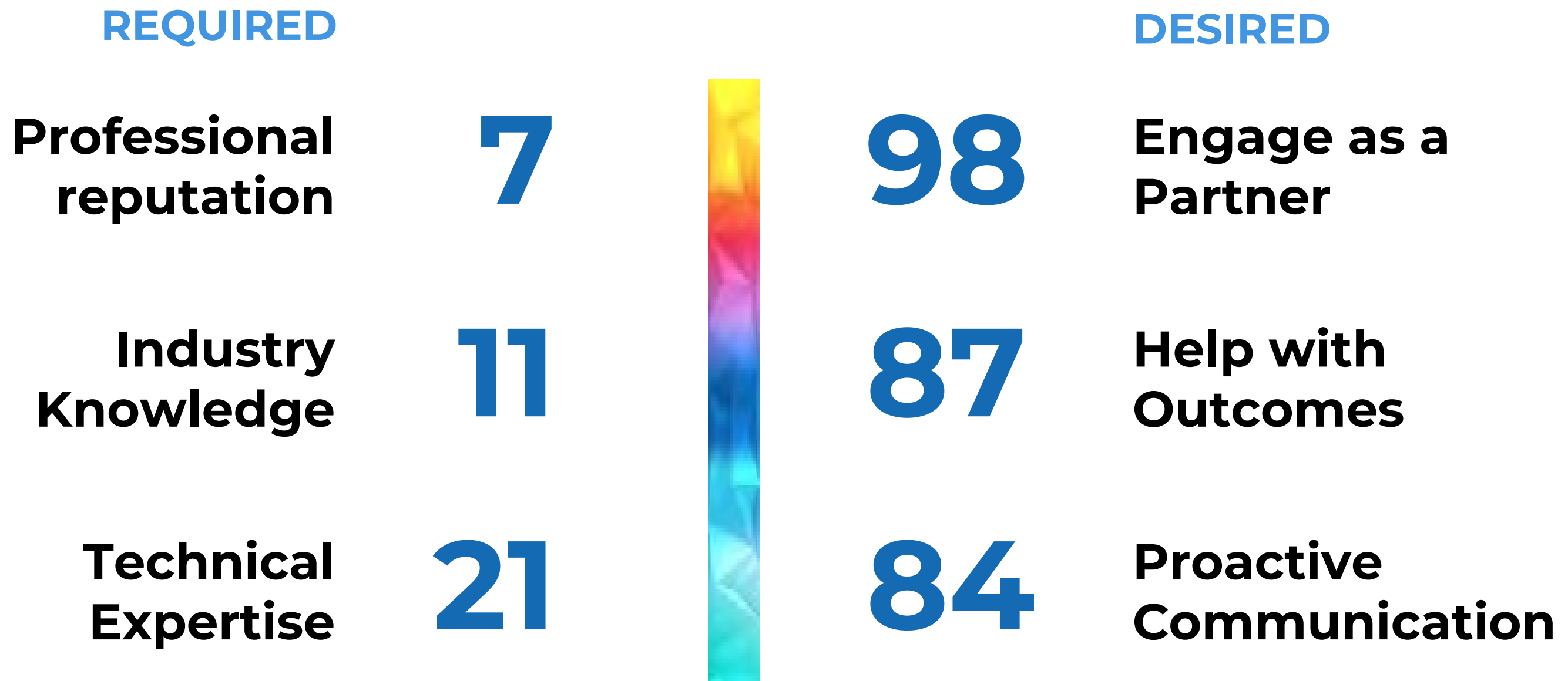
Nearly one in four clients have a complaint they haven't voiced.

4X

A "first-time" client is FOUR times more likely to "churn" than a client with 2+ projects.

WEIGHT OUT OF 100

Key “Drivers” for (Net) Promoters



CX can't be simply an aspiration.



CXMM

Client Experience Management

The practice of designing, implementing,
and measuring client experiences.

Client Experience Management (CXM)

Key Components for A/E/C Firms

**Vision and Leadership
Commitment**

**CX Strategy
& Roadmap**

**Ongoing Client
Feedback & Research**

**Project Experience
Design**

**Client Segmentation &
Persona Development**

**Client Journey
Mapping**

**Technology, Tools,
& Processes**

**Employee
Engagement and
Training**

**Measurement &
Continuous Improvement**



5



Rethink Your GTM Strategy

A Go-to-Market (GTM) Strategy is ...

”

A plan that outlines a tactical roadmap for targeting clients at scale through aligned sales and marketing outreach.



Marketing

Sales



**The better the marketing,
the easier the sale.**

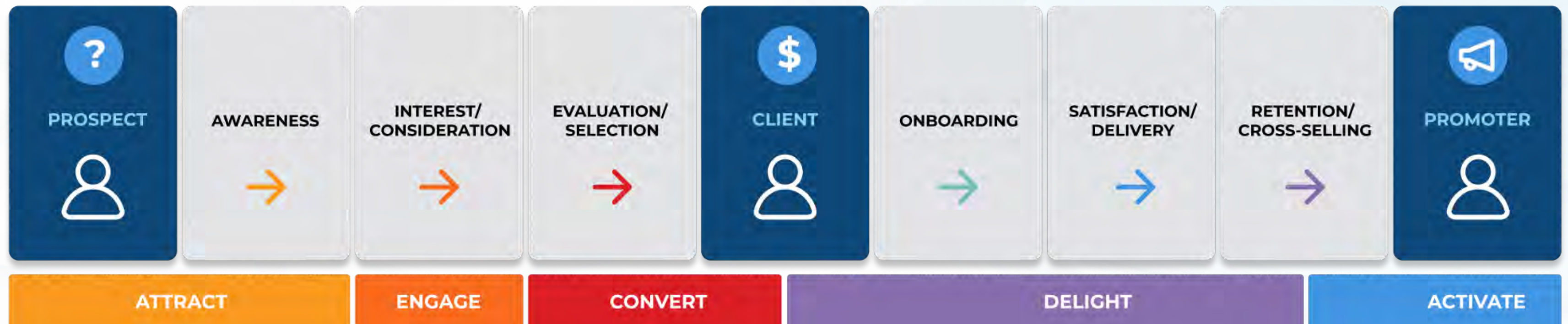


Deliver Exceptional Value

Focus on building relationships, showcasing expertise, and aligning internal teams



Looking across the client journey...





**Define your firm's
growth roadmap
and execute it!**

**KEY
TAKEAWAYS**

A BD REVOLUTION

5 Key Takeaways...

- **Borrow Tech Industry Sales Methods**
- **Adopt an Account-Based Approach**
- **Activate Your Firm's Promoters**
- **Differentiate Through Exceptional CX**
- **Rethink Your Go-to-Market Strategy**



Questions?



Tim Asimos

tim@clientsavvy.com | www.clientsavvy.com