

- 1) Find all the potential buyers - these would be companies who sell business plan software or offer other business planning services, and are large enough to afford buying your apps.
- 2) Create an outline of benefits to those companies and a pitch
- 3) Reach out to those companies and get to the Director of Marketing, CMO or CEO level decision-maker
- 4) If they show interest, set up a meeting and write a business proposal with visuals that is easy to present during the sales meeting and for them to take away and read on their own.