

Business Development Assessment Task

Market Research

1. Marketing Agencies and Services companies(Legal, Accounting)

These medium-sized companies want to provide services more clients with less employees. So these are our potential client.

2. Key Challenges:

- The challenges are handle multiple clients in same time
- Track clients performance and current project or campaigns
- Communicate with client update business insights.

3. Why our products fit:

Our products reduce their time consumption and cost, we provides secure data storage and help their business growth.

Sales Strategy

1. Key Sales Channels:

- Email Campaigns: Send personalized emails demonstrating how our solution can solve their problems.
- LinkedIn: Post Ads, join relevant groups and sharing valuable content.

2. Sales pitch

- Less time consumption and cost efficient.
- Real-time data tracking and reporting to impress clients.
- 24*7 availability.
- User friendly and batter efficiency in management.
- 19% off valid in Oct15.

Email Outreach

Subject: Boost Your Agency's Efficiency and Client Management

Hi [company's Name],

I hope this email finds you well. As a marketing/legal/accounting service provider, you know how challenging it can be to manage multiple clients while maintaining high productivity.

Our solution is designed specifically to help agencies like yours streamline workflows, automate repetitive tasks, and gain actionable insights into client interactions. Imagine reducing your operational workload and improving collaboration across your team, all while delivering exceptional service to your clients.

I'd love to schedule a quick call to discuss how we can tailor our solution to meet your agency's needs and help you scale efficiently. Are you available for a 15-minute chat this week?

Looking forward to your response.

Best regards,

[Your Name]
[Your Position]
[Your Company]

Sales Data Analysis

- The number of leads in 1st month 10 and 3rd month leads is 15, it a good sign for our company reach.
- Sales was 1st month is 2, 2nd month is 3 and 3rd month is 5, sales performance was increases gradually.
- Our sales trend track was going good, we increased conversion rate 20% to 33.3%.

LinkedIn Outreach

Hi [Name],

I came across your profile and noticed your experience in the [marketing/legal/accounting] industry. I work with companies like yours to help streamline client management, automate repetitive tasks, and improve overall operational efficiency.

Our solution has helped agencies reduce their workload, allowing teams to focus more on delivering quality services to their clients. I believe there could be valuable insights we could share.

I'd love to connect and explore how we might help your agency enhance productivity and scale more efficiently.

Looking forward to connecting!

Best regards,
[Your Name]
[Your Position] | [Your Company]