

Strategies for Growing Your Business and Finding and Retaining Good People



GROWTH
MASTERS

scale 2 Market™

TODAY'S PRESENTERS



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Professionals by Design

AGENDA

- 4 Business Development practices to grow profitably in the federal marketplace
- How to Find and Retain Good People
- Answer Questions
- Wrap up



4 BD PRACTICES TO GROW PROFITABLY

- Have a BD Playbook
- Delegate
- Clear Vision
- Evaluate and Pivot

BUSINESS DEVELOPMENT PLAYBOOK

- Which Agencies Buy What We Sell?
- How Do We Compare to the Competition?
- How Can We Team to Win?
- How Do We Shape Upcoming Procurements?

BUSINESS DEVELOPMENT PLAYBOOK

- Who Will Conduct and Analyze Market Intelligence?
- How Can We Communicate our Value Proposition Year Round?
- What is the Role of Sales People? How Do we Measure Progress and Success?
- How Do We Ensure Our Message is Reaching the Right People?

DELEGATE

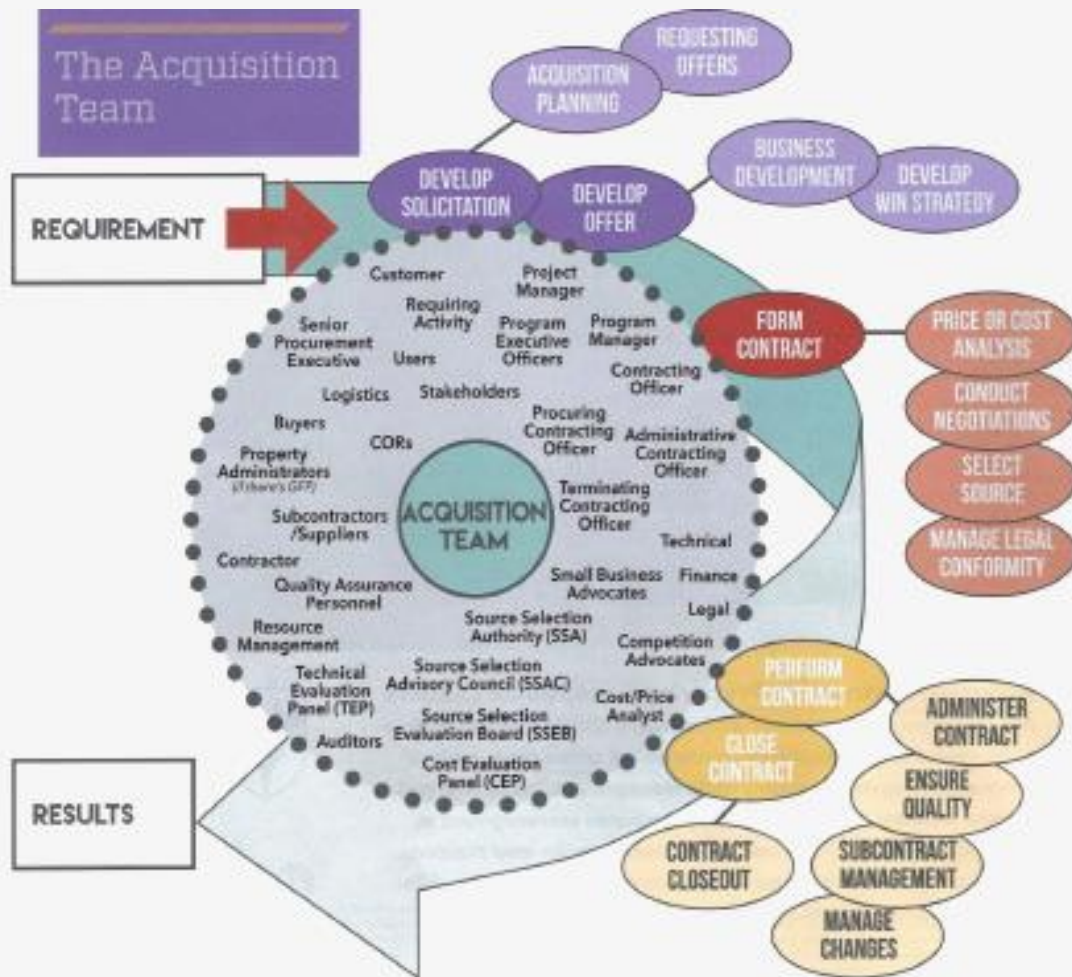
- King (or Queen) or Rich?
- Build a Foundation Upon Which to Launch

CLEAR VISION

- Drives Strategy, Marketing Communications and Recruiting
- Engenders Trust, Commitment, Accountability and Results

EVALUATE AND PIVOT

- Continuous evaluation of strategies, assumptions and ROI
- Achievement of Milestones



How to **Find** and **Retain** Good People



Professionals by Design, LLC

We take care of your people – Your people take care of your business

First things first...

Who are
we?

What do
we stand
for?

What
won't we
stand for?

It's Mating Season!

Make time to systemically consider who we are looking for!

Who looks attractive?...

Students | Recent graduates | Currently employed | Unemployed

Support, Acknowledge, Reward, Release



We take care of your people – Your people take care of your business

Leave No Stone Unturned

Who works for us NOW that we can ask?

Where do our people serve?

Where do our people hang out?

Where do our people Learn?

HR Verification Processes – Simple & Effective

What are your HR policies, in terms of hiring, onboarding, orientation, and performance management?

Do you have a robust retention and incentive plan?

Do you have a meaningful employee manual?

Remember to PICK RIGHT! & TEAM BETTER!

Thank you~



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Questions?



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