

Business Development Maturity Model - Template

ENTITY POSITION	SUMMARY DEFINITION	EVIDENCE Characteristics of Culture	KEY ISSUES Actions & Behaviours	MAJOR FOCUS Areas of Impact
(E)	Entrepreneurial Orientation	Breakthrough achieved, differentiation established, sales and profit increasing	How to sustain breakthrough and become: 1. Responsive 2. Flexible 3. Supportive Processes to be put in place	<ol style="list-style-type: none"> 1. Meeting and managing customer's expectations 2. Seeking and acting on customer feedback 3. Identifying the impact of breakthrough on people and processes
(P)	Production Culture	Focus on: 1. Satisfying established market demand 2. Supply chain factors	<ol style="list-style-type: none"> 1. Cost Control 2. Quality 3. Established and sustainable markets 	<ol style="list-style-type: none"> 1. Satisfying existing customers 2. Developing and maintaining distribution relationships 3. Understanding wider market factors and their impact on production processes
(S)	Sales dimension only	Focus on: 1. Getting in front of more prospects 2. Increasing conversion rates	<ol style="list-style-type: none"> 1. Prospecting 2. Cost v Return 3. Skills in: - <ol style="list-style-type: none"> i. Sales ii. Product iii. Corporate iv. Technical 	<ol style="list-style-type: none"> 1. Identifying new potential customers 2. Getting in front of more prospects / customers 3. Increasing conversion rates
(M)	Marketing dimension present as sales support	Focus on: 1. Corporate image / brand building (classic marketing focus) 2. Lead generation 3. Support literature and activity	<ol style="list-style-type: none"> 1. Establishing and maintaining differentiation 2. Return on brand investment 3. Cost of sales support 	<ol style="list-style-type: none"> 1. Obtaining information on customers 2. Finding out what the competition are up to 3. Supporting sales activity by finding better ways of doing business with customers

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(I)	Recognition of the value of customer information	Focus on: 1. Organisation, use and maintenance of customer information 2. Exploit this telephone, and direct marketing	How to do the following with customer information: 1. Organise 2. Use 3. Maintain	1. Interpreting customer Information 2. Finding better ways of communication via all customer facing processes 3. Looking at ways in which technology can help achieve this
(IT)	Technology used to deliver the benefits of the value in customer information	Focus on: 3. Exploiting the information across the whole marketing / sales / service dimension 4. Utilising call -centres and multi-media customer contact centres	4. Maintaining investment in terms of (a) cost, (b) technology, (c) culture 5. ROI in terms of (a) image, (b) competitive advantage (c) bottom line	1. Exploiting customer information 2. Improving cost effectiveness of all communications 3. Identifying the impact of technology on people, processes and ROI
(IA)	Information recognised as an asset with financial value	Focus on: 3. Measurability and accountability of investment in information 4. ROI	How to: - 1. Measure value 2. Account for value 3. Express value	1. Valuing customer information 2. Levering customer communications 3. Resolving the impact of expressing information as an intangible asset
(K)	Information recognised as knowledge and source of innovation and profit	Focus on: 4. Levering information into knowledge 5. Exploiting knowledge as a source of innovation	How to create entrepreneurial opportunities via: - 1. Innovation 2. Collaboration	1. Leading customer - need creation 2. Multiplying resources for maximum impact 3. Building packages of new competencies to support innovation and breakthrough