



# **Business Development**

**CA Narendra Poddar**

## Introduction



- Business development comprises a number of tasks and processes generally aiming at developing and implementing growth opportunities between multiple organizations. It is a subset of the fields of business, commerce and organizational theory. Business development is the creation of long-term value for an organization from customers, markets, and relationships.
- The term business development and its actor, the business developer, have evolved into many usages and applications. Today, the applications of business development and the business developer's tasks across industries and countries, cover everything from IT-programmers, specialized engineers, advanced marketing or key account management activities, and sales and relations development for current and prospective customers.



# HOW TO CREATE VISIBILITY / HOW YOU SHOULD LOOK LIKE / HOW TO PROJECT YOURSELF

## HOW TO CREATE BUSINESS DEVELOPMENT

- ORGANISATION FIRST (AND IN LAST ALSO FIRST)
- SPEAKER / WRITER / CO-ORDINATOR
- VISTING CARD – VP – ML
- BNI , LIONS , ROTARY , YOUR OWN GROUP OF 20/20
- BLUE PRINT
- GIVE YOUR BEST / QUALITY
- EATABLE – STREET VENDOR

Narendra Poddar & Co  
Chartered Accountants  
Mobile – 9821096073

# HOW TO CREATE VISIBILITY

## HOW TO CREATE BUSINESS DEVELOPMENT...



- PRICE / COST / FEE - STARDUM SYSTEM
  - CINEMA HALL
  - TREND
  - FLOOR RISE
- LIGHT IN REFRIGERATOR
- FIRST DESERVE – SKILL SET
- NAUSHAD SAB V/S NAZIR HUSSAIN
- TRAINING AND COACHING
- EXPRESS YOURSELF / SERVICES – PLEASE DO NOT TRY TO IMPRESS
- OUR SENIOR CA / DOCTORS / FILM STAR

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# HOW TO CREATE VISIBILITY

## HOW TO CREATE BUSINESS DEVELOPMENT...



- CHEMICAL IMBALANCE
- RESOURCE & INFRASTRUCTURE
- TALENT / COMPETENCY
- LEADER SHIP
- COMMAND WITH PROPER CONTROL  
(HIGH SPEED 180 PER KM ?)
- STRUCTURAL STRENGTH / WEAKNESS
- 6\*6 VISION – BRIDGE THE GAP
- HIGH MORAL VALUES – TATA
- S.O.P / SYSTEM DRIVEN

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# HOW TO CREATE VISIBILITY HOW TO CREATE BUSINESS DEVELOPMENT...

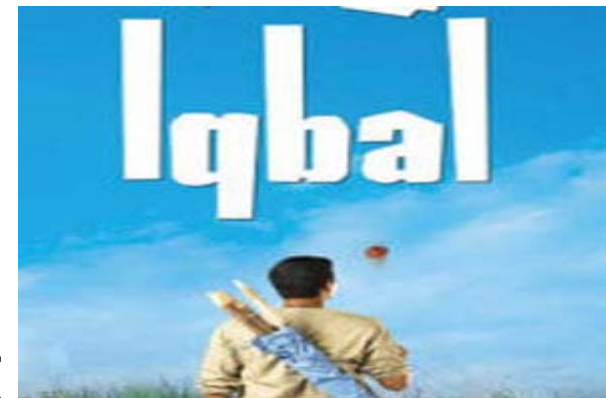


- GROSS NATIONAL HAPPYNESS – BHUTAN
- OPERATING FROM GRATITUDE NOT FROM COMPLAIN

- SHREWD NESS – (36 CHINA TOWN)



- IQBAL MOVIE / TRISHUL MOVIE



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Mobile – 9821096073

# HOW TO CREATE VISIBILITY

## HOW TO CREATE BUSINESS DEVELOPMENT...



- SELF IMAGE
- HEALTH / BLISS
- SOFT SKILLS
- ADVERD D'BONO
- SNAKE / LADDER GAME
- FORTUNE 500 CO – NO WHERE AFTER SOME TIME
- MENU CARD OF FIVE STAR HOTEL – TEA 1000 Rs.
- NO FIGHT AT FIVE STAR, MEDICAL STORE BUT WITH VEGETABLE VENDOR.
- MOTILAL OSWAL JI / M.S. OBERAI / MC DONALD
- KARAM KIYE JA FAL (DON'T MISS JUICE OF LIFE)

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Mobile – 9821096073



## HOW TO CREATE VISIBILITY...

- DRESSING SENSE
- LOOK
- FURNITURE – PEN, BAG, SPACK, SHOES
- SIMPLICITY V/S ROYAL TOUCH

NARAYAN VARMA SAB CA

RASHMIN SANCHANI SAB CA

LATE S.B. CHHAJED SAB CA

LATE SHRI. S.V. GHATALIA

DR B.S. SINGHAL – NEURO PHYSICIAN

- MC DONALD – HAD THE VISION

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## HOW TO CREATE VISIBILITY.....

- N V C
- HOW TO QUOTE FEES – INCLUSIVE
  - EXCLUSIVE
  - BREAK UP
  - SCOPE OF WORK
  - AFTER SALE – EXTRA COST
  - DR. 50/- FOR REPORT CHANGE
- USE OF POWER OF INTUITION
  - A BOOK BY DR. JIDENDRA ATHIA
  - SPRING OF INSPIRATION
- POWER OF SUB CONSCIOUS MIND - JOSEPH MURPHY



# RULES FOR BUSINESS DEVELOPMENT

- ONLY FOR CA IN PRACTICE
- 24 CARAT GOLD
- ETHICS / MORAL / VALUES
- SPECIALIZATION
- AD IN WINTER OF FRIDGE (GODREJ, RAYMOND)
- LUX – HEMA MALINI TO KATRINA KAIF – CONTINUATION
- BE LIKE AMITABH, PINAKIN DESAI, VIMAL PUNMIYA, GGG,  
VIJAY H. PATIL



## RULES FOR BUSINESS DEVELOPMENT...

- LIKE BRUSHING EVERYDAY – TRAINING / UPDATION
- BE LIKE TATA  
YOUR SUBSTITUTE – DR. PANDA  
CA BANSHI MEHTA SAB / DR D.D. GAUR / LATE D.M. HARISH
- EXPERTISE IN THE SUBJECT V/S EXPERTISE IN  
CONSULTANCY – VH PATIL SAB
- DELEGATION – 4 TYPE
- AUTOMATION OF THE PROCESS
- GUILTY FEELING – WHILE CHARGING / OR ADVANCE FEES /  
CLARITY IN CHARGING
- MAID SERVANT / AUTO FARE / MEDICAL STORE
- ENT V/S OPHTHALMIC



# CREATING BUSINESS NETWORK

- JUST LIKE – JUST DIAL OR VICHARE
- TECHNOLOGY – SMS , MAIL , WHATSAPP
- APPLE I'PAD
- CPE
- SOCIAL PLATFORM
- GIVING YOUR FEEDBACK
- NETWORK – FOR GETTING BUSINESS
  - FOR EXECUTION – GTD.
  - TECHNICAL SUPPORT - GGG, PD, SLJ, KS, KK, NV, RS, RV, BM, TPO
- BHAGVAD GEETA
- EGO LESS / RATIONAL / OSHO

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## CREATING BUSINESS NETWORK...

- ONE LINE DIALOGUE / VISITING CARD ⇔
- TOUCH , MOVE , INSPIRED ( TOUCH THE HEART )
- FORM A COMPANY / LLP
- FRIEND IN NEED – FRIEND IN DEED
- WHEN SOME ONE IN CLUTCH – HELP HIM & CHARGE
- 4 LEVEL MANAGEMENT TECHNIQUE
- FREE LAUNCER
- ADVERTISEMENT EXPENSES – HALF GOES WASTE
- DATABASE – SERVICE USER / SERVICE PROVIDER
  - INSTRUMENT IN ABOVE TWO / CATALYST

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# IDENTIFY DECISION MAKER



- GET CONNECTED WITH SUCH PERSON

# BECOME A THOUGHT LEADER – BEST WAY TO MARKET YOURSELF



- LIKE MOTILAL , D.M. HARISH, VIMAL JI PUNMIYA , S.S GUPTA , GGG , SOLI DASTUR, PINAKIN DESAI,
- TEAM INFOSYS – NARAYAN MURTHY
- CHALLENGE V/S OPPORTUNITY
- VALUE ADDITION - A MYTH

# CREATING NETWORK



- ALREADY COVERED



# HOW TO CREATE LARGE PARTNERSHIPS



- CLEAR / TRANSPARENT POLICIES / RULES
- HOW TO DEAL WITH PEER'S
- MANAGEMENT / US LEADERSHIP
- MR. SHARIQUE CONTRACTOR

# DO'S AND DONT'S OF MARKETING



- DO NOT MARKET OR SALE JUST EXPLAIN ABOUT YOUR PRODUCT & SERVICES

