Business Development Workflow Process

Process: Business Development Work Flow
Department: Business Development
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Description

The Business Development Workflow Process involves both Business Development Representatives (BDRs) and Business Development Specialists (BDSs) and is managed by the Business Development Managers and ultimately the Business Development Senior Manager. The Business Development Department works in the first stage of our sales process and is a part of the Sales Division at InsideSales.com.

Purpose

The purpose of the Business Development department is to set appointments for our Sales Account Executives, Regional Sales Managers, and Enterprise Sales team with potential clients. They do this by calling, emailing or otherwise contacting sales leads which come from the Marketing Division of InsideSales.com. In other words, the purpose of the Business Development Department is to turn Leads into Appointments for the Closers.

Discussion

In order to best understand this process, the workflow diagram for Business Development spans three areas. Leads start in Marketing, are worked by our Business Development Team and are passed to closing Sales representatives as potential clients. The detail in this diagram is, of course, focused on Business Development, while the inclusion of Sales and Marketing is mostly for contextual information, which helps us to understand how this process connects to the rest of the company.

The process starts with leads from marketing. These leads very and for the purpose of allocating skill are broken across two teams: Business Development Representatives (focusing on outbound leads) and Business Development Specialists (focusing on inbound leads). We use two **dialer initiatives** to prioritize and dial on these leads, each have their own sub processes of queries and procedures. Dials are observes as a Key Performance Indicator and represent our most prevalent impression on leads. As our team dials on leads they **disposition** them into various lead statuses that track the progress of our leads from *New* to *Appointment Set* or to *Dead* or *Wrong Fit*.

Once an Appointment is set for a lead it leaves Business Development and is owned by a closing Sales rep who will evaluate fit. If this rep chooses to pursue the company he converts the lead to a prospect and created an opportunity for the lead. We count the opportunities as a measure called TQOs or Totally Qualified Opportunities. If the lead is determined to not be a good fit then it is marked as such and is sometimes enrolled in email campaigns. Sometimes a closer will mark the lead as *Appointment Set – Future Followup*; this process varies and is currently undefined, requiring more attention from Management and Business Intelligence.

Peripherals

Inputs:
1. Inbound Leads
2. Outbound Leads
3. Named – Account Leads
4. Self-Sourced Leads

Outputs:
1. Bad Leads
2. Dead Leads
3. Wrong Fit Leads
4. Missed Leads
5. TQOs

Resources this process depends on:
1. STA, Power Dialer, other software applications
2. BDR/BDS time and effort
3. Telephone Connection
4. Hardware

Sub-Processes:
1. BDS Initiative
2. BDR Initiative
3. Disposition Leads
4. Future Followup

Measures

Measure A
1. **Name**: Dials
2. **Definition**: Outbound Dials using the PowerDialer in STA
3. **Data Source:** CDR Report
4. **Calculation Steps**: Sum of dials by time, by individual or team.
5. **Reports this measure belongs to**:

    a. BD Summary
    b. Lead Dials by Source
    c. Daily CDR
    d. Outbound Time

Measure B

1. **Name**: Appointments Set
2. **Definition**: Appointments created by the Business Development team, scheduled for the closing team.
3. **Data Source:** Events in STA
4. **Calculation Steps**: Appointments Created: Sum of appointments created in a specific time frame, Appointments Scheduled: Sum of appointments scheduled to occur within a specific time frame.
5. **Reports this measure belongs to**:
    a. BD Summary
    b. KPIs
    c. Appointments Set by Segment

Measure C

1. **Name**: TQO (Totally Qualified Opportunity
2. **Definition**: Opportunities created in STA
3. **Data Source:** Deals, Order, or Opportunities in STA
4. **Calculation Steps**: Sum of all Opportunities created within a specific time frame.
5. **Reports this measure belongs to**:
    a. BD Summary
    b. KPIs
    c. TQOs Set by Segment
    d. TQOs by Source

Revisions from Previous Version

Version 1

Approvals

Created / Revised By: ______________________________

BI Manager: ______________________________

Department Manager: ______________________________

Department VP: ______________________________

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