



## Business Development

### Process is Key to Success

AE firms are very process oriented about most components of their business. They have detailed procedures for project management, quality control, design methods, calculations and business management. The one area where many firms do not have a consistent process is in the area of business development, yet nothing is more critical to the success of a firm than a steady flow of work. Business development is key to financial health, growth and a challenged staff. Most **highly successful** firms, however, do have a comprehensive process for business development and use it religiously. It is no coincidence that the highly successful firms have a process that allows them to use their business development dollars effectively. It is a major reason for their success.

### Process Development

AEG can help your firm develop a process to increase your effectiveness in business development. We will first evaluate the procedures you have in place and, building on that, develop a system that will help you get a better hit rate while not requiring expenditure of more money in the process. The process will include research, relationships, sales and client maintenance.

### Go-No-Go

A key part of improving your hit rate is a good consistent go-no-go process that is rigorously applied to each potential chase. AEG can help you develop a detailed step by step go-no-go procedure that will allow you to refrain from chasing lost causes and spend your time more effectively on improving your response to those projects where you have a high likelihood of success.

### How AEG Can Help

If your firm has a limited or non-existent business development methodology, or if you would like to improve on what you have in place, then please give us a call at AEG. We can meet and discuss how we might be of assistance in organizing your approach to this critical aspect of your business.