



**Business Development
by Doing Business In English**

BUSINESS DEVELOPMENT

4 STRATEGY & TACTICS

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Strategy and Tactics

Strategies are	Tactics are
Why and when	How and where
Sets what needs to be done	Sets how it needs to be done
Planning	Doing
Long Time frame	Short time frame
Aligned to the goals	Aligned to the strategy
Difficult to evaluate	Simple to evaluate
Requires focus on defining the future	Requires day-to-day execution
Difficult, but possible, to change	Very easy to change
Hard to measure and evaluate	Easy to evaluate and measure

Business Strategy Creation

Five Questions to Build a Strategy

These questions cascade logically from the first to the last:

- 1 What are the overall general aspirations of the business and the clear goals against which progress will be tracked and measured?*
- 2 In which markets will the business be active and in which businesses will it not be active? Why? What unique selling point(s) will be important?*
- 3 How will the business operate and be successful against competitors?*
- 4 What key capabilities will need be developed and maintained in order to deliver the goals, missions and vision of the business?*
- 5 What management systems and controls are required for operational efficiency, delivering solutions, creating value and achieving goals?*

The Three Cs of Implementing Strategy

- 1 Clarify the strategy so it can be understood by all in clear unambiguous terms.
- 2 Communicate the strategy to all.
- 3 Cascade the strategy including the tactics for delivering the strategy



Ideas on Selling from Apple

1. Keep it simple.

How do you clearly explain the product – possibly in one sentence?

2. Focus on unique value proposition rather than price – this is often something or unique combination of things your business does very well plus customers either need or want.

What are the Unique Selling Points and Unique Features and Benefits of your product?

3. Stand for something - customers increasingly want to know what the business represents and what values you have plus operate by such that they can feel more comfortable buying from the business.

What are the core values that the business represents in its actions and decisions?

4. Create experiences, not just products and services – great customer experiences create repeat business, loyalty, recommendations and referrals.

What is the buying experience going to feel like for customers?

5. Speak to customers using language they understand and are familiar with.

What simple language should be used when explaining the business, its products and services?

6. Do not tell customers everything – Apple keeps some things back, releasing them to generate discussion and excitement.

How can you create an aura of mystery about the business and the next product launch?

7. Connect to emotions – identifying and then creating a connection with emotions the customers will feel with the business' products or services?

Which emotions does the product relate to?

8. Become part of customers' lives – become a necessary or special part of customers' lives.

How can you make the business' products and services part of the customer's lives?

9. Make products and services that are well designed and put together plus look up to date or cool.

How do customers describe the business' products and services?

10. Apple starts with the customer's problem or value they want to have, then works backwards when creating products and services.

How do you make it clear to the customer that the product or service does what the customer wants?



Creating a Sales Strategy

<u>Business to Customer</u>	<u>Stage</u>	<u>Business to Business</u>
Search for information	Awareness	Search for information
Learn about products and services	Interest	Buyers look at products and services
Read reviews and compare products and services	Consideration	Buyers share research with other stakeholders
Learn about products and services	Intent	Buyer gets product and services information
Review of planned purchases and complete purchases	Evaluate	Buyer reviews offer or contract
Sale is completed	Buy	Sale is completed

How will you create leads?

How will you track leads?

How do you keep leads alive / warm?

Do you need Customer Relationship Management software?

What stages do your customers go through before buying?

Are there different customer journeys for different customers?

At what stages do you lose leads – what lessons have you learnt?

How will you start cold calling / mailing customers?

What will your cold calling include?

Who will do the cold calling?

What social media platforms will you use?

How will it help?



Marketing Strategies

The purpose of marketing strategies is to get customers interested in the products and services of a business. The first step is to identify the type of customer the business is targeting.

1 Existing active customers.

Demonstrate and cultivate enthusiasm for novel products and services.

Motivate them to purchase additional products and services that they are currently purchasing.

Motivate them to continue purchasing the items they are currently purchasing.

Presently, which customers are purchasing from your organization?

Is there a possibility of further developing the enterprise in conjunction with them?

What will be the preferences of your current consumers in the future?

What marketing strategy has been successful in the past with existing customers?

Additionally, what did not?

What strategies do significant competitors employ to effectively promote themselves?

2 Existing inactive customers.

Present both new and existing products and services to persuade customers that they are superior to the products or services they are presently purchasing or refraining from purchasing.

Comprehend whether their desires and requirements have evolved. Present new, improved versions that are in line with their previous desires or requirements.

Are these consumers currently purchasing from any vendor? For what reason?

Their requirements, concerns, and desires have evolved.

Is there any potential to represent existing products and services to them?

What are they beginning to desire or require more, and who will they purchase it from?

From whom will they purchase?

What marketing strategy has been successful in the past with existing customers?

Additionally, what did not?

What strategies do significant competitors employ to effectively promote themselves?

3 Potential new customers.

Show existing and new products and services to convince customers they are either buying from others or simply not buying at all.



How could the existing products be marketed successfully?

What types of marketing and selling work with them?

Are these customers buying from anyone currently? Why?

What are they starting to want or need more, what will they buy next and from whom?

Who will they buy from?

How do important competitors successfully market themselves?

4 Old inactive customers.

Present both new and existing products and services to persuade customers that they are superior to the products or services they are presently purchasing or refraining from purchasing.

A greater selection of products and services that they previously purchased or updated versions that satisfy the same desire or requirement.

What strategies could be employed to effectively market the current products?

What marketing strategy has been successful in the past with existing customers?

Additionally, what did not?

Are these consumers currently purchasing from any vendor? For what reason?

What strategies do significant competitors employ to effectively promote themselves?

What are they beginning to desire or require more, and who will they purchase it from?

From whom will they purchase?

The 6 'Ps' of a Marketing Strategy

1. Product - The goods and services the business sells.
2. Price - The prices and subsequent profit margins and budgets created.
3. Place - Where will the business interact with customers, e.g. physical locations (shops, business offices, distributors) or through the internet (apps, social media, email)
4. Promotion - The purpose of promotional activity (growing the business' social media presence, increasing brand credibility, promoting new products and services)
5. People - The target customers and understanding them.
6. Process - The way marketing will be performed.

How will you guarantee that your marketing strategy is in alignment with the desires, requirements, issues, and value that customers desire both now and in the future?

In what manner will you guarantee that your marketing strategy resonates with all kinds of consumers? (active, inactive, and prospective)



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Will it be necessary to establish single or multiple connections with customers, such as physical and digital?

How many more new customers are you looking for and/or customers are you are looking to secure?

When is the best time to communicate with customers, when are they most receptive to marketing and when will the business be ready to deliver this effectively?

What would a successful result look like? How could you measure it? What would the cost per customer be?

Given your answers to the above questions, will there need to be more than 1 strategy?

Is the rest of the business involved in the marketing strategy, e.g. ready to cope with enquiries, requests for visits and ultimately supplying potentially increased demand?

Marketing Plans, Strategies and Tactics

Marketing plan – the overview of the business' marketing initiatives, covering all campaigns, objectives and big goals.

Is it feasible to condense your marketing strategy into a single, concise sentence?

Marketing strategies: the strategies will identify and elucidate certain components of the plan. There may be a strategy to market an existing service to new targeted consumers. The strategy will concentrate on the utilization of various marketing methods, such as promotions in sales outlets or marketing via email.

What marketing strategies will the organization implement?

In what ways could the organization experiment with novel marketing strategies that have not been implemented previously?

What assistance do you require in the realm of marketing? What method will you employ to acquire it?

Marketing tactics - the tactics are even more specific in their actions, focusing on the "how." For example, if a business desires to conduct thrilling promotions in-store (strategy), the tactics will determine the actual events that will occur.

What are the specific tactics that you will define?

When and how will all of this happen?

What criteria will you employ to evaluate success?