

# REASSEMBLING THE BUSINESS DEVELOPMENT PROCESS

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This diagram maps the stages of business development practice that I have led in collaboration with design teams to cultivate corporate clients for a range of interactive exhibits, branded experiences and products with budgets ranging \$2-\$12 million.

The example re-traced here is for work that I led to design in-store and mobile experiences for the casual chain dining industry.

The chart traces stages of cultivation as they unfold, and includes a parallel design process that I led, in which a small team conducted research and designed ideas for the customized client pitch.

Key steps included creating and qualifying leads, developing the strategy, conducting research, designing concepts, tracing pathways to decision-makers, building relationships with C-level client contacts, writing proposals, negotiating contracts, closing and follow-up.

