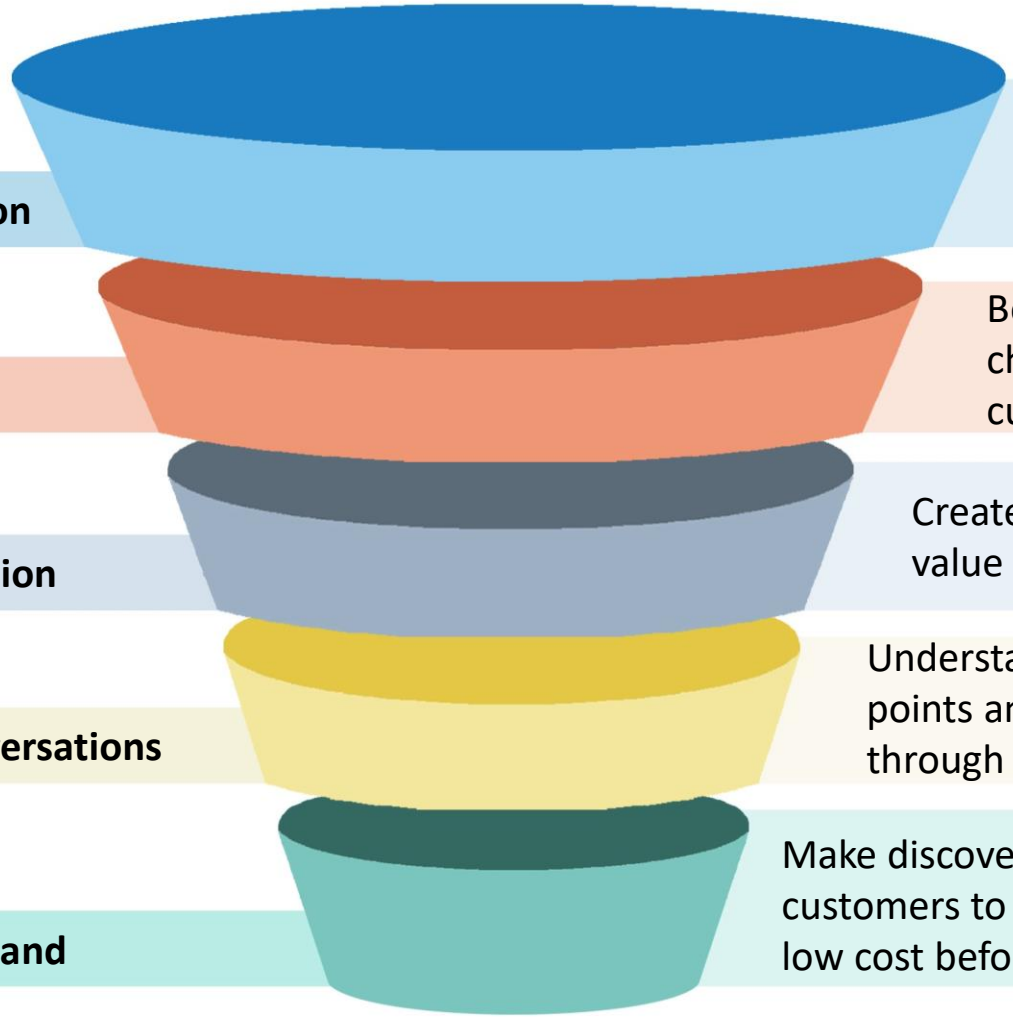
Business Development in a Virtual World



1. Identification

Identify your ideal customers

2. Presence

Be present in the channels that your customers show up in

3. Value Creation

Create content that adds value and nurtures prospects

4. Smart Conversations

Understand customer pain points and targeted solutions through smart conversations

5. Land & Expand

Make discovery offers that help your customers to try your solutions at low cost before fully committing

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