

10 Business Development Questions to Ask the Firm

1. Completed a sales funnel management exercise producing a target group of owners
2. Established a sales/marketing budget
3. Established a sales/marketing strategy with metrics and deliverables
4. Established clear goals & objectives around the firms business owner segment growth
5. Established a clear value proposition for exit planning & value growth services

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6. Created exit planning-oriented content to share with owners and COIs
7. Has a knowledge base readily available to public on the firms website
8. Host regular owner roundtables or some form of owner education
9. Has established a diverse exit planning team
10. Has established key people who lead and are accountability to this segment



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