



DAVID  
LENNON

TRAINING, COACHING & MENTORING

**business development packages**

## About David

Currently a Director of two Australian companies and one in Bahrain, I bring over 25 years experience testing and proving strategies to grow businesses, commercialise new products and programs both in Australia and overseas. I bring a breadth and depth of experience garnered from having several of my own businesses here and in the Middle East as well as having successfully launched 8 start-ups.



I have also held Business Development Manager and R&D Manager roles for national companies such as SKM, KBR, Amdel, Consultation Manager and Gale Pacific, and I've helped win back major accounts, expand business into new territories, develop and launch a range of different products and services, and win overseas contracts.

By working with me you will benefit from the lessons I've learnt through study as well as my own business failures and successes. You will significantly accelerate your performance and I guarantee you will hit new milestones. And it isn't as hard as you may think!

**“We will finish 2014/15 up 65% from last year and 25% above forecast.”**

**Director Scott Howell of DFlector Stone Guards**  
reporting results after 6hrs of coaching

**“We implemented one strategy David gave us in our one hour session and it created an extra \$10K-12K per month in sales”**

**Cameron McLean**  
Digital Icon Group

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**This training and mentoring is designed specifically for anyone in a professional services firm who is new to business development or those looking to take their results up a few notches.”**

It removes blocks and provides the strategies to help you discover and achieve the unrealised potential – in yourself and in the business. Ideal for professionals who have responsibilities for business development/growing a client base, or principals and directors who want to understand the process and implement a robust business development strategy in their firm.

The following examples of business development packages are a combination of training and actual doing. You will learn the techniques by actively applying them with me to your business.

# 01

Success is 80% mindset, 20% action. Our biggest enemy in sales is ourselves. Decisions determine our success, not circumstances.

/10 Priority level

☆☆☆ Your current level of satisfaction

## Business Challenge:

### Developing a Business Development Mindset in Highly Trained & Qualified Professionals

- Learn what drives your customer's and your own decisions and beliefs
- Psychometric profile to gain new insights into what is limiting you, what to improve, and how to capitalise on your strengths
- Peak state, confidence, hunter mindset, solution focused
- Handling procrastination, time management and active networking
- Core Beliefs required to excel in client acquisition

*"Within seven weeks of working with David, I generated over \$130K worth of new work and my annual target was only \$60K. Based on this achievement and my new mindset, I achieved my goal of making Senior Partner."*

**Mid-tier accounting firm**

# 02

Most businesses are not gaining all they can from existing activities and customers (past and present). This program finds more profit from what you are already doing and have.

/10 Priority level

☆☆☆ Your current level of satisfaction

## Business Challenge:

### Not Maximising Revenue from Existing Relationships

- Audit of business to identify where the brakes are on organic growth and referral business
- Confirming the customers you really need, their buying buttons and benefits you need to offer
- Tune-up of current marketing and customer touch-points such as meetings, emails and proposals/quotes
- Increasing profits from existing clients
- Improving conversion of existing leads, quotes, tenders
- Winning more work from your existing and past customer database

*"Four one-hour sessions with David and we have had the best BAS quarter in ten years and repeated it again the next, and with our new strategies we expect this to only continue to grow."*

**Physio Therapist**



# 03

If you are confident you have maximised profits from existing operations, the next step is identifying and winning new customers.

**/10** Priority level

☆☆☆ Your current level of satisfaction

## Business Challenge:

### Need New Customers and not Sure of the Fastest Way to Find Them

- How to identify who your 'new' customers or clients should be
- Getting the mix of customers right
- Determining the most effective marketing strategies that suit your budget, resources, timeframe and target customer (ie new customer)
- Which numbers to track and report on
- New client acquisition training

*"We were chasing anything and everything and just taking pot shots at new customers. Dave quickly helped us realise the existing customers that we needed to let go, and the one's we needed to focus on getting more of. He then developed a range of strategies and scripts to win these preferred customers."*

**Business IT Service Provider**

# 04

Finding new markets is an excellent way to overcome saturated markets where you are competing on price. It can also be a more efficient way to grow, but there are tricks to doing it successfully.

/10

Priority level



Your current level of satisfaction

## Business Challenge:

### Need to Grow the Business in New Markets

- How to identify and qualify new markets before spending money on them
- Pros and Cons of entering new markets
- How to safely and efficiently test and enter new markets, how to identify when to pull out
- Planning and budgeting your market entry
- Motivating the team, confirming the vision, roles, benchmarks and KPIs
- How to track the right numbers and action

*"We implemented one strategy David gave us in our one-hour session and it created an extra \$10K-12K per month in sales."*

**Cameron McLean, Digital Icon Group**

# 05

The riskiest but potentially most rewarding – finding and creating that uncontested market space, a blue ocean where you are no longer competing head to head with competitors, and price is the only differentiation.

/10

Priority level



Your current level of satisfaction

## Business Challenge:

### Blue Oceans: Need to Develop New Markets and New Services

- What is a 'blue ocean'? And how to find and create one
- Value innovation – identifying where, how and why
- Minimising innovation risk and cost
- Developing a blue ocean strategy
- Safe but successful execution of your strategy including pivot points and knowing when to pull the pin
- Successful team building and leadership for value innovation and sailing blue oceans

*"New markets and new products have been a major focus of my business career. I've launched numerous Australian and world firsts that have been covered by National Geographic, the Guinness Book of Records, CNN, and the BBC. I've learnt many lessons that my clients benefit from when pursuing Blue Oceans."*

**David Lennon**

# 06

/10 Priority level

☆☆☆ Your current level of satisfaction

## Business Challenge:

### I'm Spending Far Too Many Hours in the Business

- Where is your time going and why
- Better personal management of time and activities, being more effective
- Adjustment of roles, hiring the right staff, better training
- Systems and procedures so you can take time off and the business still runs well

*Enjoying my first holiday in 8 years thanks to Dave.*

**Automation Engineer**

*"Within three months, David has helped me go from a stress level of 8/10 to 3-5/10, staff morale and productivity is back up, I'm excited about going to work, we hit \$300K this month for the first time ever, I'm going to Japan for a holiday with the wife, and profit this year is \$240K compared to \$40K last year."*

**Director and Owner, Steel Engineering and Fabrication Company**

# 07

Creating an environment where people and the business flourish.

/10 Priority level

☆☆☆ Your current level of satisfaction

## Business Challenge:

### I'm Not as Effective as a Leader as I'd Like to Be

- Audit of team morale, culture and productivity
- Mastering the four levels of the Critical Alignment Model for building success and a high functioning team
- Implementing the Critical Alignment Model
- How to create change and bring people with you
- Creating an environment where innovation and passion flourishes
- Attracting and retaining the right people

*"Having a family owned business with family members as employees is challenging. Engaging David moved my business from running at a 6/10 to a 8/10 by mentoring me to be aware of and shift my communication style as well as listen to and act on what my employees are saying . This has resulted in a huge shift in culture where people are happier coming to work and the business is heading in the direction that I want it to go."*

**Owner, Manufacturing company**

**helping you realise your  
unrealised potential...**

david@davidlennon.com.au 0400 520 471



**DAVID  
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