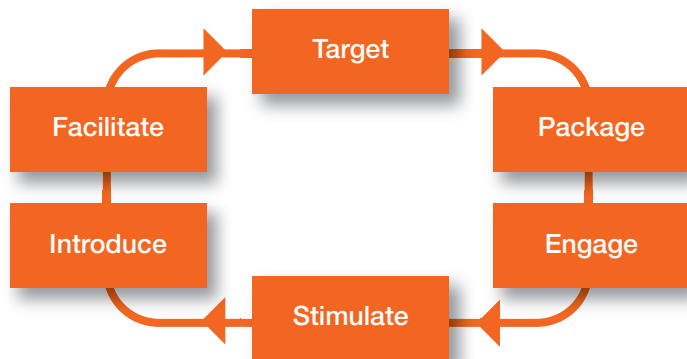


# New Market Opportunity Search (NMOS)

**Business Development** focuses on increasing your future revenue generation opportunities. Conventionally this is done through new customers, new products and new markets.

Most companies are competent on the first two disciplines as they are dealing with “knowns”. “Known products” to new customers or new products to “known customers”. The third, and possibly most lucrative area of new markets, is significantly different and distinct skills and approaches are needed. This is the area where a New Market Opportunity Search (NMOS) from Strategic Allies Ltd is focussed. To open those new markets.



Our New Market Opportunity Search is designed as a step-by-step process, quickly delivering practical results against an agreed timetable. Built into this are appropriate decision points, for you the client, between steps. This allows you to maintain maximum control of the budget, to dictate the pace and to deploy valuable personnel only as and when necessary to the most effective points in the process.

We are aware that entering new markets may require a change to your current offering but that can be identified early and sourced through our other search services.

A step into the “unknown” can be daunting but with the right guidance and resources can result in new growth for your business in virgin territory.

Every Business Development project and every client is different - but all will benefit from a planned approach featuring incorporating all or selected elements from the following:-

- Analyse the target sectors and territories
- Assess target and it's HOT message buttons.
- Research target contact details
- Prepare the first approach document
- Engage
- Stimulate / open prospect's thinking
- Introduce client
- Facilitate
- Deal



**In today's environment can you risk doing the same tomorrow as you did yesterday? If not please contact us to discover the alternatives on [opportunities@strategicallies.co.uk](mailto:opportunities@strategicallies.co.uk) or **01442 860634** to arrange a broad-ranging and illuminating consultation. Alternatively visit our website [www.strategicallies.co.uk](http://www.strategicallies.co.uk)**

 **Strategic Allies Ltd**

