

A portrait of Aaron Kapellusch, a man with a receding hairline, wearing a dark suit, white shirt, and a green and white striped tie. He is smiling slightly and looking towards the camera. The background is a stone wall.

Aaron  
Kapellusch

A portrait of Megan McKinney, a woman with curly brown hair and glasses, wearing a black blazer over a white top. She is smiling broadly and looking towards the camera. The background is a bookshelf.

Megan  
McKinney

# Business Development, The New Normal

Effective Business Development in a  
Remote Environment

Aaron Kapellusch and Megan McKinney

# Poll

- ▶ **What is the biggest thing you miss about pre-Covid?**
  - a) Office coffee & dress down Fridays
  - b) Dynamic coworker discussions (without having to set a meeting)
  - c) The commute to/from the office (AKA solo jam session in the car)
  - d) Walking at lunch time or on breaks with your teammates
  - e) Candy bar/fundraiser purchases

# Agenda



Current environment



Industry Intel - keeping informed



Networking



Communicating Effectively



Follow-up'

# Industry Intel - Keeping Informed



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News feeds

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Social Media - take a new look

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Webinars - what are your customers attending?

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Continuing EDU remotely

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Proactively schedule “Water Cooler Talk”

# Networking

What Is  
Networking?

Who do you need  
relationships with?  
What do you need  
to build?

- Internal Customer - your team
- External Customer (prospect, client)
- Influencers
- New connections (people you want to get to know)

Where do you get  
this done in a  
remote  
environment?

Utilize your  
**ACTIVE**  
Associations &  
Organizations

- WISPRO
- NCMA
- NDIA Great Lakes
- Local and National Chamber
- Economic Development Associations



# Communication



We have emails, texts, face2face, phone calls, conference calls, web meetings, F2F meetings, the age-old written snail mail, social media (like LinkedIn), Press releases, YouTube, Advertisements (all types), etc.

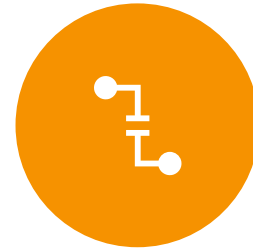
When do you use each and how?

Does everyone you know communicate the same way?

*“Well, I emailed him three times, but he never got back to me.”*



No single method is best.



You must adapt for each relationship.



It's not a game of tag (although that might be more fun). Did you try any other way of communicating?



Do you think it's ok to try just one method when you aren't getting results?

If it was easy everyone would do it...

# Before you communicate



Do your Homework!



Know the outcome/goal of the engagement



Listen first and often - *IT MAY BE* harder for you remotely.



Know and ensure the other person knows the goals and purpose of your engagement/relationship



Be prepared to go off topic and think about how you will get back on track... tiny talk has greater importance more than ever now.

# After you Communicate - Communicate Some More!

- ▶ ALWAYS do what you say!
- ▶ If you don't have the answer, say so - but take the time to find it. Work with your internal/external teams to do it
- ▶ Double check your follow-up
- ▶ Manage your follow-up
- ▶ Follow-up again (rule of 3)



# Additional research/sources

- ▶ <https://www.owllabs.com/blog/remote-networking>
- ▶ <https://www.virtualvocations.com/blog/telecommuting-job-search-help/remote-networking-6-tips/>
- ▶ <https://museumhack.com/virtual-team-building-for-remote-teams/>
- ▶ <https://www.linkedin.com/feed/news/how-to-network-in-a-pandemic-4852324/>
- ▶ Suggested reading - Harvard Business Essentials, Creating Teams with an Edge.  
<https://www.amazon.com/Creating-Teams-Harvard-Business-Essentials/dp/159139290X>

Q&A  
TIME

# Have another question? Let's connect!



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- ▶ Megan McKinney
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