



THE ULTIMATE BUSINESS DEVELOPMENT TOOLKIT

For High
Performing
Teams

MAJA
creative

MAJACREATIVE.COM



THE ESSENTIALS YOUR TEAM NEEDS TO SCALE YOUR BUSINESS

Whether you've just hired your first sales person, invested in a sales team or appointed a Sales or Business Development Manager, the first thing you'll need to do is empower your team with the right tools to generate new business.

Follow our checklist below to ensure everyone in your sales force is a high performer, so you can grow and scale and reach your business goals faster.

[✓] A BRAND STRATEGY AND VISION THE TEAM IS INSPIRED BY

Up until now, chances are that you've been the best sales person in your business. After all, you're the business owner and you live and breathe your vision every day so it's easy to enrol others when you're so passionate about what you do. As you grow your business, you now face the task of having to share that vision with your team, and it can be challenging to articulate your passion and enthusiasm.

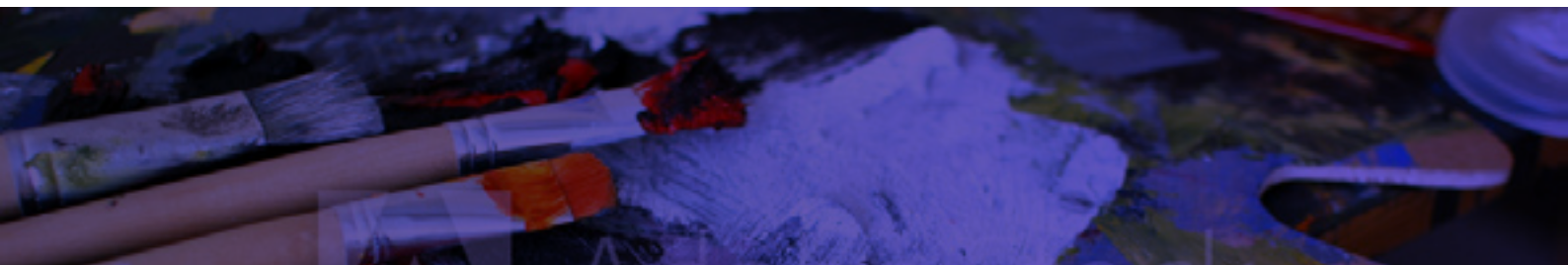
To inspire your team and help them feel the same way about your business as you do, you need a very clear brand vision for your team. To clarify your brand vision, you'll need a professional Brand Strategy that will help you define exactly what your company does, who you serve and what you stand for.

[✓] YOUR BRAND BIBLE - THE ON-BOARDING MANUAL YOUR TEAM NEEDS TO KNOW OFF BY HEART

Employees want to work for reputable employers, and for brands they like and trust. Your new team member should feel happy that they've chosen to work with you (they might have left a good gig to join your brand) and be excited about their new future within your company. Impress them with a clear on-boarding manual they'll want to read. See it as a brand bible that explains your vision and everything they need to know about your brand so they can be inspired to live and breathe it. Give them something physical they can easily refer to over the next few weeks as they learn the ropes. It should be a summary of the brand vision you've developed and can include any specific company policies, training or instructions.

[✓] BUSINESS CARDS THAT LEAVE THE BEST FIRST IMPRESSION

A professional, effective business card is the number one tool that your sales team will need to start generating leads. This age old tradition is here to stay, and handing over a memorable business card that instantly communicates your brand is a great introduction to more conversations down the track. Aim to have your teams cards ready the day they start - it's not only heart warming, but makes things feel official, and they'll be keen and excited to start showing them off and start making connections and building relationships when networking.





THE ESSENTIALS YOUR TEAM NEEDS TO SCALE YOUR BUSINESS

[✓] A POWERFUL BROCHURE THAT TELLS YOUR BRAND STORY

Brochures are back and your team needs this powerful tool to tell your brand story and get in front of the right people. Whether printed or emailed, your team needs to feel empowered. Don't let them be empty handed when they've secured a meeting with an important prospect, it could help close the deal. Your company brochure should be professionally designed and well written, with text and images that highlight why your brand is amazing. A PDF version means your sales person can follow up and distribute your brand info to multiple stakeholders.

[✓] A BRANDED PRESENTATION FOLDER THAT PUTS YOUR BRAND IN THEIR HANDS

Make things easy for your sales team as well as your prospects by investing in a branded presentation folder that keeps all the essentials together. Your sales person will hand over a kit that is packed out with your company brochure, their business cards and any other important documents. Your prospect can add their notes from the meeting. Everyone's happy when they call back and have everything about your brand literally in their hands in front of them.

[✓] BRANDED THANK-YOU CARDS THAT DELIGHT

There's nothing more personalised and delightful than receiving a hand written note from someone you know. Make your team stand out from the crowd by giving them branded thank-you cards they can send out to people they've met. It's not only meaningful, but memorable.

The Maja Creative team can help you design the Ultimate Business Development Kit for your high performing sales team.

Book in for your brand discovery call to learn how we can assist you.

