



BUSINESS GROWTH SERVICE PACKET

Business Development

Create a disciplined path to new opportunities through outreach, partnerships, referral channels, pipeline management, and relationship-based growth.

This packet is designed to help you understand:

What the engagement can include, the business outcome it is built to support, how market pricing compares, and what happens next.

Best fit for

- Businesses that rely too heavily on word-of-mouth with no proactive growth system
- Owners entering a new market, territory, industry, or buyer segment
- Teams that need stronger partnership and referral development
- Leaders with prospect lists but no consistent outreach rhythm or pipeline discipline

TSSi approach

Strategy should create action. We focus on practical systems, human-led conversations, measurable next steps, and tools your team can continue using after the engagement.



WHAT IS INCLUDED

Business Development - Scope of Work

Final scope is customized after the strategy call. Depending on the engagement, the packet can include the following components:

- Growth-goal and market-opportunity review
- Ideal partner, referral source, and prospect profiles
- Outreach channel strategy: phone, email, DM, networking, and events
- Prospect-list criteria and segmentation plan
- Partnership and referral conversation framework
- CRM stages, activity standards, and follow-up cadence
- Proposal, handoff, and next-step process review
- KPI dashboard for conversations, opportunities, proposals, and wins
- 12-week business development roadmap
- For team engagements: role clarity, scripts, coaching, and accountability cadence

How we work

TSSi begins with diagnosis before recommendation. We look at the current process, the people responsible for it, the customer or prospect experience, and the measurements that should guide the next move.



INTENDED OUTCOMES

What This Work Is Designed to Improve

No consultant can guarantee a specific revenue result. The goal is to strengthen the systems and behaviors that influence growth, service quality, follow-up, and decision-making.

- A repeatable business development rhythm
- More intentional prospecting and partnership conversations
- Cleaner handoffs from outreach to sales
- A pipeline leaders can inspect and manage
- Better focus on activities that create real opportunities

1. Diagnose	Clarify the goal, current process, performance gap, and available data.
2. Design	Build the practical strategy, scripts, process, tools, and measures needed for the gap.
3. Implement	Apply the plan through coaching, execution support, or a defined action sprint.
4. Measure	Track activity, outcomes, and next actions so decisions are based on evidence.



2026 MARKET COMPARISON

Comparable Investment Ranges

These are market-comparison ranges from publicly posted U.S. consulting, workshop, audit, and outsourced-service pricing. They are **not TSSi price quotes**. TSSi investment is scoped after discovery based on complexity, customization, access to data, implementation level, travel, and duration.

Engagement type	Typical market range	What the range usually reflects
Solo owner / individual	\$297-\$500	Published strategy sessions and focused growth consultations.
Team / project up to 15	\$1,500-\$4,200+	Structured business-development package or half-day consulting engagement.
Ongoing BD advisory	\$3,000-\$15,000/month	Growth support, sales/marketing support, or fractional business-development leadership.

Why ranges are wide: a one-time advisory call, a customized team workshop, a multi-week strategy project, and done-for-you execution are different products. The number of stakeholders, channels, locations, deliverables, and level of implementation all affect price.



READY TO BUILD THE RIGHT GROWTH PLAN?

Book a Strategy Call

We will use the call to understand your goals, identify the biggest gap, and determine the right scope before any proposal is created.

BOOK YOUR STRATEGY SESSION

<https://calendly.com/devinannhwhite/strategy-session>



WHAT TO HAVE READY FOR THE CALL

- Your primary business-growth goal for the next 90 days
- Where the process currently feels inconsistent, slow, or unclear
- The team members who own the work today
- Any CRM, sales, marketing, customer, or calling data you can reasonably share
- What you have already tried and what happened