



I am delighted to invite you to Business Thinking's annual breakfast seminar, which is being held in London on Tuesday 13th May 2008.

For those of you who know us, you will be aware that we run a special event each year to promote awareness of business development good practice. These events are practical in nature, consist of a selection of presentations on relevant topics, and are designed to be informative and stimulate debate.

This year, our clients are telling us the market is more competitive – and that it is increasingly difficult to win and build new business. With this in mind, our topic for this event is “Fighting Fit for Difficult Times”.

We know that in difficult times we should:

- maximise our chances of winning each new business opportunity
- retain and build upon existing clients and client relationships
- combat competitors who want to poach our clients
- differentiate our products and services

The challenge is how we can build these objectives within our business models - and become 'fighting fit'. This is what our seminar will address.

We have a strong, engaging program planned for you. Our speakers will include:

- **Brijender Singh Rathore**, MBA, of Business Thinking, who will talk about the strategic priorities and opportunities for business in difficult market conditions.
- **Howard Nutt**, Executive Director of the Business Development Institute International, who will talk about the Capability Maturity Model[®] for Business Development and present the Institute's latest research findings on business development metrics.
- **Neil Strange**, Managing Director of Business Thinking Limited, who will talk about the design of a strategic marketing and sales framework.
- **Steve Beats**, Technical Director of DRS Limited, who will give a customer's perspective focusing on benefits and learning.
- **Martin Southern**, Managing Director of Shark Finesse Limited, who will talk about business-case led selling.

The day will start at 8:30am with breakfast, and will finish by lunchtime. Our agenda can be viewed at <http://www.business-thinking.com/index.php?id=152> for programme details. If you want to meet us in person to discuss any of our topics further, we will be holding surgeries in the early afternoon for this purpose. We are charging a small administration fee of £49.50 (ex vat) for the day to partially offset our costs.

I hope that you will find the time to come and learn how good practice can help you to achieve greater profitability and more sustainable business results.

Please reserve your place by contacting our events coordinator, John Wood at john.wood@business-thinking.com, or by phone on 023 92 658 280.

Yours sincerely,

Neil Strange

Neil Strange
Managing Director

You should consider attending this seminar if you want to learn how good practice can strengthen your business development performance in today's challenging market conditions.

Business Thinking has promoted business development good practice across the business community since 2004.

Clients who adopt good practice have experienced:

- *Dramatically improved bid win rates and capture ratios.*
- *A reduction in the cost of sales.*
- *Longer-term client relationships through partnering.*
- *Managed growth and profitability.*

Our aim is to enable our clients to deliver bottom line benefits by embedding good business development practice.

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