

Pre-Work: What Do You Really Sell?

Please complete this short exercise before our upcoming business development workshop.

Before we decide who you should sell to, where you should focus, or which opportunities you should pursue, we need to be very clear about what your company actually sells.

Do not overthink this. Short answers are fine.

1. What do you say your company sells?

Describe the products, services, or capabilities you tell customers that you provide.

Our company sells:

2. What have customers actually paid you to do?

Think about your real contracts, projects, subcontracts, or commercial work.

What work have customers actually paid your company to perform? List 3–4 examples.

1.

2.

3.

4.

3. Where do you see the strongest pattern?

What type of work have you done more than once, done particularly well, or developed strong experience around?

Bring this completed worksheet to the session.

We will use it to help you think about where to focus your business development, which customers to pursue, and how to describe your company in a way that makes it easier for buyers and partners to understand where you fit.