Proposal for Business Development Strategy

By:
Cognitive Convergence is Subject Matter Expert in Office 365, Dynamics 365, SharePoint, Project Server, Power Platform: Power Apps-Power BI-Power Automate-Power Virtual Agents.

Cognitive Convergence offer customization, development and consulting services for Microsoft Cloud technologies. Their IT services are designed to support growing companies by offering Microsoft Enterprise consulting services; covering solution architecture refinement, customization, integration, transformation, visualization and analytics to uncover insights hidden within data and enhance data exploration.

http://www.cognitiveconvergence.com/
shahzad@cognitiveconvergence.com
+1 4242530744

CONTENTS

TARGET AUDIENCE

We have done a deep market analysis to identify our target market section for our business plan. This defines the goal of the information that we have collected to help project how much of our product/solution/app/service we are planning to succeed in serving the right product/app/solution/service to the right person. We have listed down the criteria to get the best suitable prospect for our campaign. We are targeting for:

- ✓ CEO of the Tech Companies that resides in the USA and Europe
- ✓ Tech startup –Entrepreneur or Decision Makers
- ✓ Having employee count less than 50 employee
- ✓ The ideal employee count would be less than 10 employees
- ✓ Companies who cannot afford their own Sales/Marketing/Business Development team

OBJECTIVE

The objective of this document is to offer Tech Company a proposal to start a business development campaign for their products/solutions/apps. We will elaborate on each detail and will that is needed to understand the need for a business development campaign for a specific company that wants to expand their business in the given industry. We will be explaining our campaign strategy and outcomes that will help our clients to enhance their revenue over time.
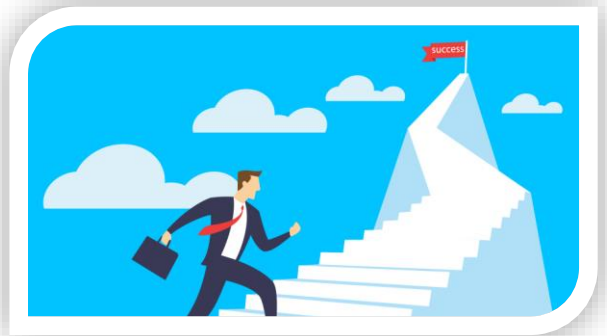
ABOUT US

A company focused on innovation and quality, **Cognitive Convergence** designs products that are built on user's experiences to bring ease to the lives of the clients. Founded in February 2019 and quickly expanding to America and Europe, **Cognitive Convergence** started connecting people through innovative platforms to reach out to their problems of updating their services as per evolving technology advancements in major two states of America, namely **Washington and California**. The founder has experience of more than 20 years in the software industry with an orientation to be **USA and Europe** based.

Since in our early days, we have expanded both our expertise in the designing of the products and our global reach efficiently. For the development of each of our products, we focus on the needs of our customers by connecting and interacting with them in this digital era. We keep the product design at the center of everything we develop, in our team and every discipline, to create truly unique, meaningful, and unforgettable experiences for our clients.

With products sold in most of the countries in the world, Cognitive Convergence has developed into a multi-functional company that designs its products to bring people together through cloud technology.

IP SECURITY – OUR TOP PRIORITY

Cognitive Convergence wants to ensure, high level of privacy and confidentially by offering to sign DNA, even any other legal document, as per your business needs to facilitate tenant information of a developer account. This can be shared with a development team of Cognitive Convergence for product expansion purposes. We have a very competent developer and consultant for Microsoft Cloud consultancy. We offer high-quality services with a strong focus on excellence in solution delivery. As most of our clients are from the USA and Europe, so we take security related to software development really important.

Kindly see the Cognitive Convergence vision for software development security as below.

http://www.cognitiveconvergence.com/ip-security.html

EXECUTIVE SUMMARY

The biggest challenge for any entrepreneur is to expand his/her business and make a consistent profit over time. To keep your business growing in this competitive world, you will need to beat the working monster of the market like competition, recession, market demand, and last but not least the growing cost of technical staff in terms of employment and infrastructure to be more specific.

Furthermore, if your business continues to expand, you will need to keep improving your existing infrastructure which will divide your earned profit and may affect your cash flow.

Undeniably, you will get Return On Investment (ROI) but the risk factor is "uncertain period".

So, what is the strategy that can minimize the chances of the above-mentioned risk factor and at the same time increase the company's profit without causing a major restructuring in existing business practice?

The answer to the above-mentioned question is to establish an Offshore Development Center with **Cognitive Convergence** that can make sure to manage your business development risk to increase profitability respectively.

The **Offshore Development Center** is a strategic business unit (SBU) that will work on behalf of **Tech Company** as a remote department of the parent company where facilities (such as skilled labor, etc.) are available at your ease and at a lower cost that will help to increase and maintain the profitability consistently as your business will grow in near future.

WHY US?

We have a team of globally recognized experts that have more than 20 years of experience. They are positioned and ready to provide your company with high-impact services. At every level of your organization, our provided solutions are aimed to improve overall efficient branding. By having many years of practice, we tend to create the most concise and practical marketing approach that is ready to work with you to spread your brand knowledge to the masses.

Our team of professionals invites you to highlight all the latest features of your apps and products that will give the maximum attention to your company that is otherwise missed. When we work with clients, we start with the successful ending business campaign in mind by asking, "What are you hoping to achieve with this specific business development campaign using the LinkedIn platform?" We then work by quantifying the objectives and set clear goals, which we refer to as our success criteria. The backbone of our results-driven approach is working towards defined success criteria that we firmly believe is the main reason why we can make such a noticeable difference in our clients' firms.

What's more in our services is the implementation of work ethics. We have trained resources that listen to our clients as we believe that user feedback can have a huge influence on the overall marketing planning and implementation cycle to meet the decision-making needs of our customers. Other features of our business development campaign using LinkedIn are:

- Built-in rich text documentation at each step of the campaign
- Easy to achieve set-goals setting
- Continuously asking for feedback to involve our clients in each step
- Audit and analyze the content's positioning by having a strategic perspective.
- Acquire deep knowledge of the company's content business development objectives, as well as the industry's trends.
- Create compelling content that delivers results through its implementation.
- Regularly measure and maintain records of the results of content initiatives.
- Recommend additional content-driven initiatives side by side that further benefit audiences to drive revenue for them.

OUR VISION

Mr. Shahzad, an entrepreneur of running a tech startup named "**Cognitive Convergence**": www.cognitiveconvergence.com has planned, its futuristic orientation to be based in the **West Coast, USA** – the motherland area of the software industry. But still consider, local culture and law of land, to be very important where a business is executed while serving clients with **West Coast, USA** based orientation as corporate vision.

To make things clear, **Cognitive Convergence** is learning, following, and evolving corporate strategy based on the bright and visionary ideologies of **Arthur C. Brooks**.

See details here:

https://en.wikipedia.org/wiki/Arthur_C._Brooks

It is always a good idea to learn, mature, and evolve corporate strategy based on **Arthur C. Brook's** philosophies. He is a real genius in corporate strategy and economic politics.

PROJECT OVERVIEW- BUSINESS DEVELOPMENT CAMPAIGN FOR TECH COMPANIES

We are offering to initiate a Business Development Campaign to all those **tech companies** for their tech-related products. Our approach in this business development proposal is to plan and implement a lean, scalable business development campaign with a proactive approach to understand the demand and needs of your offered products that will keep growing your business value in USA and Europe markets over time.

TYPES OF COMPANIES WE ARE LOOKING FOR

In the present era, the digital transformation of companies is increasing and is also driving general investments in software segments. This gives us major hint to work in this sector to work collaboratively with Tech companies and mutually benefit the whole software industry. We are looking for

- ✓ Tech startup
- ✓ Consulting or product development companies
- ✓ SaaS companies
- ✓ Cloud companies

Tech Companies that put their focuses on digitization, process automation, and data analytics tend to gain more business insights and efficiency over time. As a result of this demand, speed, and volatility of software dependency, therefore investments are shifting increasingly to the cloud which is known to be more flexible and independent. We have planned to offer such companies that have shifted from software deployment on-premises to software-as-a-service. It is no doubt that this shift will increase that a lot of companies will deal with in the coming years. We are looking to provide a comprehensive set of valued added consumer services that will be specifically catered to our clients and product sponsors.

To protect the image of our client's companies and the prices of products that we will represent in our business development campaign will take priority to build a sustainable relationship with their end-users over the sale. We will operate with this philosophy that we must measurably exceed the off-line alternative in dimensions that are relevant to the consumer. We will emphasize human interaction and bridge the gap before, during, and after the campaign even after the sale to measure up their experiences and improve our areas of concern at the same time.

TYPES OF PRODUCT

Our intended target market is to focus on increasingly growing market opportunities by stating the difference between poor quality and high-quality business consultancy service. Our focal interest in this business development campaign is to analyze the important trend in the industry as it will represent our target market,

and highlight the opportunities to avail. We are having an increasing number of people who maintain quality information and the importance of having a comprehensive and concise market and business plans undertaken.

Types of product for which we will provide our consultancy services are;

Custom connector

Besides build-in connectors, Cognitive Convergence offers to build custom connectors for our clients that will help you get the specific data that you may need to grow your business. Even if you need some cloud connection that is unique and is not currently available, our team of professionals facilitates you to identify your needs to create a custom connector for you.
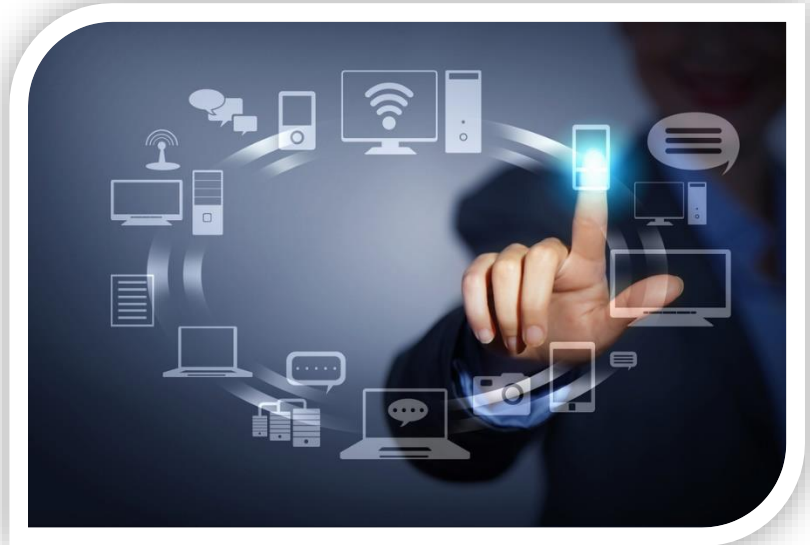
Power BI Custom Data connector

Our Power BI Data Connectors offer its users, the fastest and easiest way to connect Power BI. That will help them to more than 200+ Enterprise data sources all across the world. To simplify the process of accessing data of any enterprise in real-time, we have a powerful set of fully-integrated data connectors. By using our solution you can connect with Accounting, CRM, ERP, Marketing Automation, On-Premise, and Cloud data in a short time.

Artificial Intelligence and Machine Learning

We are offering versatile and powerful solutions that focus on the concept of Applied AI and Machine Learning to help businesses and organizations to translate the advanced technologies into quantifiable business impact. Our solutions help the clients to embrace AI/ML practices disruption to grow their business side by side.

Earned Value Management Practice

To analyze the current progress of a project, our EVM solution tends to provide the feasibility of managing all data that allow you to get an overview of the future cost and schedule performance as well. Our solution helps you in forecasting as well. Our Earn Value Management Practice is based on EIA-748 – which is an established industry standard for EVMS. Apart from this, our solutions follow 32 guidelines and related process discussion to deliver the best practices for organizing, scheduling, budgeting, measuring progress, and managing project work effort.

Risk and Decision - Management/Analysis Practice

To demonstrate the probability of different outcomes in a systematic process, we offer our Risk and Decision Solutions that will help you in such demonstrations that cannot easily be predicted otherwise due to the intervention of random variables. Our solutions are based on a statistical technique specifically, to understand and forecast the impact of risk and uncertainty in prediction and forecasting models.
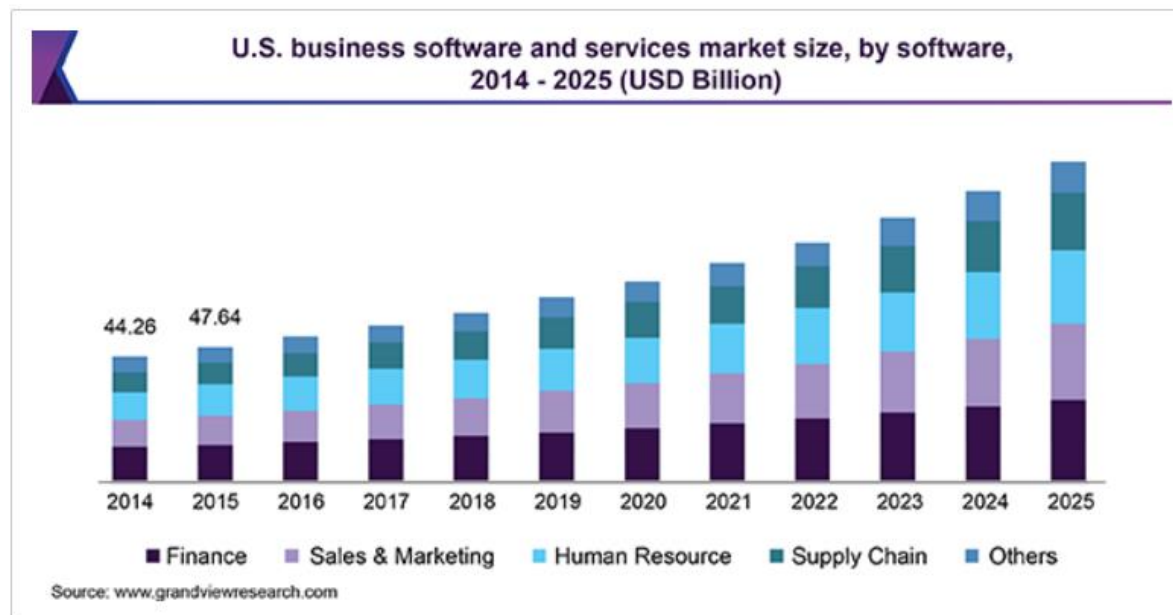
EdConvergence

Our EdTech solution is a package of all those techniques and tools that helps to accelerate the development of students not only at schools but at their homes as well. Our Parent-Teacher Communication Platform, namely as EdConvergce, excels in achieving the maximum result by having the positive support of both parents and teachers.

PsycheConvergence

Our PsycheTech solutions are made simple yet smart, scalable, and secure that comes with easy to use features including Appointment Reminders, Client Portal, Scheduling, Therapy notes, Telehealth Video Conferencing, Credit Card Processing, Billing, Income & Expense Tracking, etc. and many other business management tools in a cloud-hosted environment.

MARKET POTENTIAL

In 2018, the global business software and services market size was valued at USD 322.91 billion. From 2019 to 2025 this industry is expected to expand at a CAGR of 10.7%. The rapid rise in the volume of enterprise data and automation of business processes across several industries such as retail, manufacturing, healthcare, and transportation is expected to drive the growth. Check the graph below to analyze the expected trend in the market.

U.S. business software and services market size, by software,
2014 - 2025 (USD Billion)

44.26   47.64

2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

■ Finance   ■ Sales & Marketing   ■ Human Resource   ■ Supply Chain   ■ Others

Source: www.grandviewresearch.com

With worldwide revenues, according to the Statista Technology Market Outlook, enterprise software has the largest share of the overall software market that is amounting to over 200 billion U.S. dollars in 2019. Even after the impact of the coronavirus (COVID-19) outbreak, the global software market is expected to expand across all segments for the year 2020-2025, except for system infrastructure software, which is projected to experience mild growth.
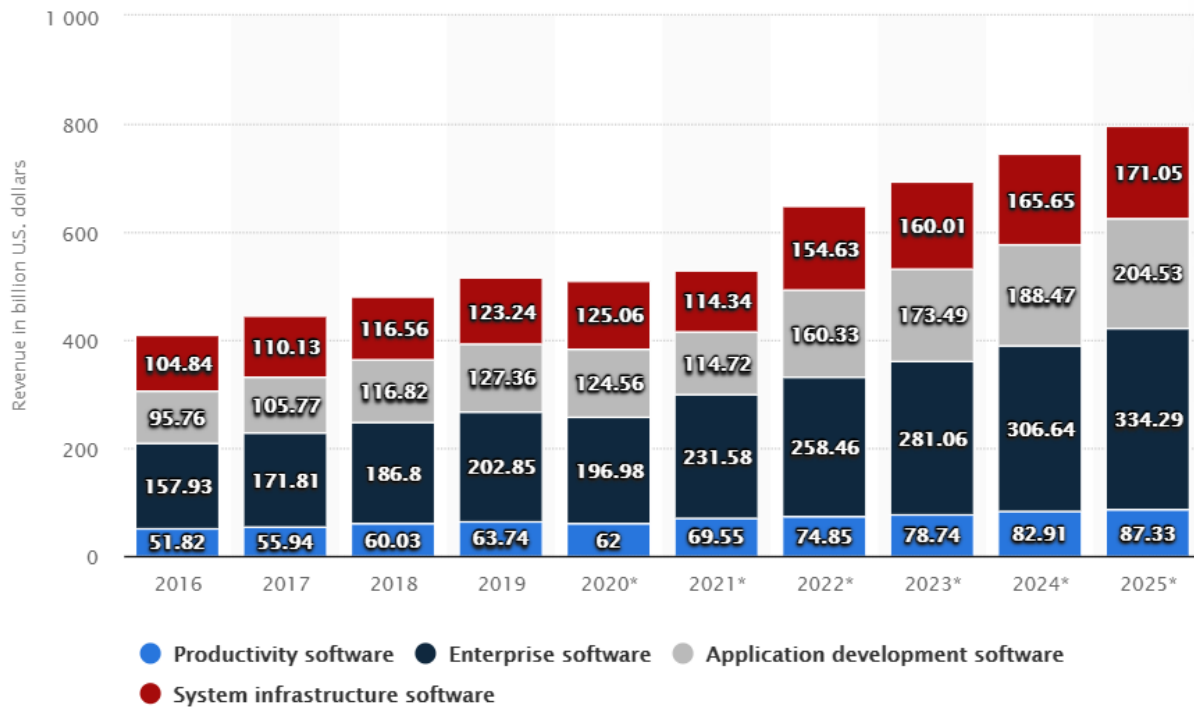
© Statista 2020

Revenue is expected to show an annual growth rate (CAGR 2020-2025) of 7.7%, resulting in a market volume of US$772,449m by 2025. Check the graph below:
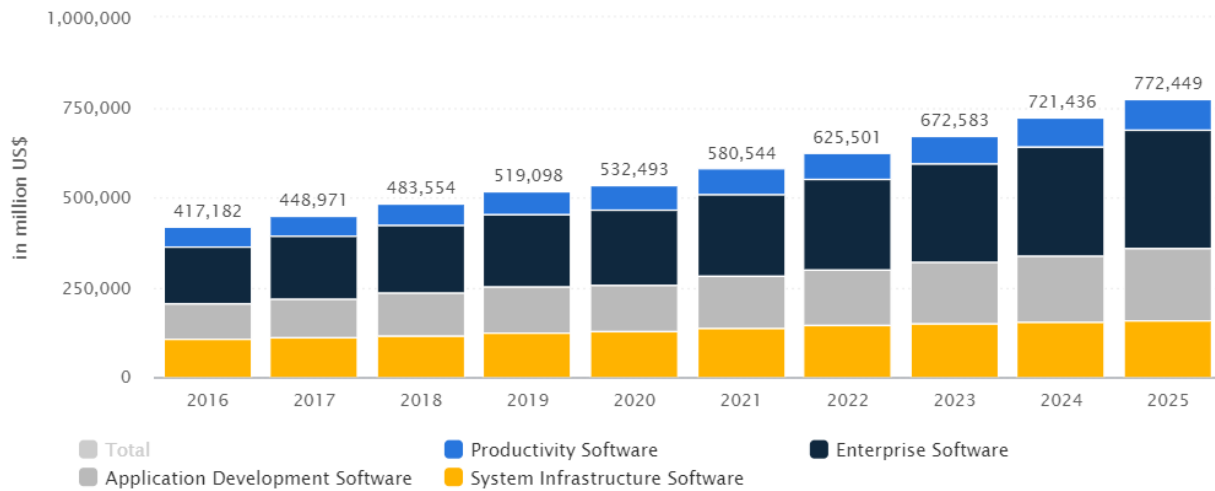

Source: Statista (Forecast adjusted for expected impact of COVID-19), December 2020

BUSINESS DEVELOPMENT VIA SOCIAL MEDIA

From the time when social media is wide-ranging inception in this modern digital age, it has become one of the effective means to stimulate conversations with potential clients within different social media platforms. The main reason for their usage is that these social channels provide an area where different individuals can meet, connect, share, express, and enjoy to people all across the globe. There are millions of individuals that love to connect with others on social media platforms such as Twitter, Instagram, Facebook, LinkedIn, etc. Considering the power of digital connection, many companies are harnessing the power of these social media to benefit their business.

One can never imagine the significance of tapping into multiple wonderful opportunities that are provided by these social media as this is a significant way of reaching the masses to promote their businesses. People are continuously evolving and so do business practices. They are considered to be the bandwagon that is getting used by many successful businesses all over the world to get ahead of the tough competition.
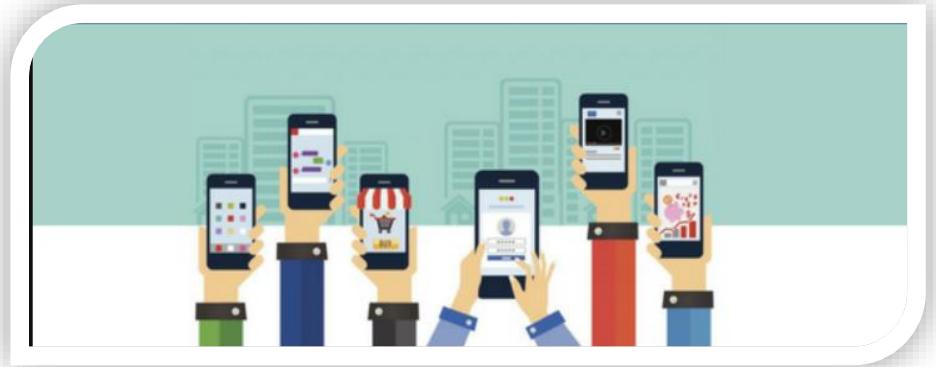
If you want to establish and secure a solid presence in the market, you have to opt for a business development campaign using social media. It is a perfect time to think about monetizing from social media by carving out digital strategies that involve a clearer and more comprehensive business development plan that can convert help to increase the company's sales in no time.

Social media marketing can help with several goals, such as:

- To increase traffic on the company's website
- Building conversions through customer's engagement
- Enhance brand awareness
- Establish the impression of a unique brand identity to spread positive brand association
- Improve communication and interaction with potential clients

COMPARING DIFFERENT SOCIAL MEDIA PLATFORMS

In this advance digital age, many business professionals know and admire the importance of using social media for their business development. By following and implementing the right strategy, anyone can generate several useful leads by driving sales through the roof. However, if the person has chosen the wrong platform, no matter how strong the marketing strategy is made, you will be wasting your valuable time without seeing any results. There are fair chances that most of the time, a person has tried some engaging social media posts maybe even had a few ads running but wrong execution will waste all of your efforts.

To help yourself from such troubles, LinkedIn is known to be the leading B2B social network and is considered too important to your business in different ways from Instagram, Facebook, and Twitter. Check the diagram below to see the usage details among different options available;

Source: https://heidicohen.com/
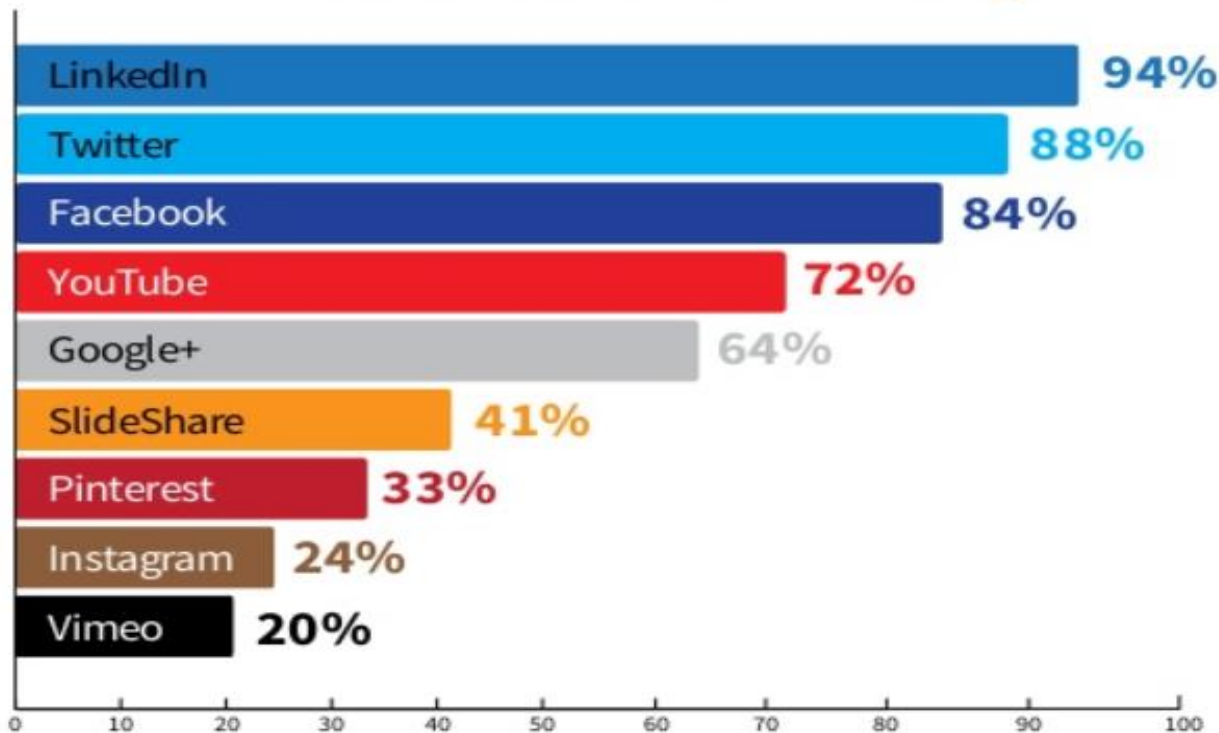
LINKEDIN BUSINESS DEVELOPMENT CAMPAIGN

Out of different social media platforms, LinkedIn is the most suitable and professional social media platform for business development campaigns for Tech Company. For your understanding, kindly refer to the following benefits that are provided by the powerful features of LinkedIn;

- It has more than 690 million monthly active users. (Source: LinkedIn)
- It is basically designed by keeping the process of networking in mind
- It is considered to be 277% more effective than any other social media platforms when it comes to lead generation and customer acquisition
- It has over 45% of marketers gaining customers through the platform (Source: Sprout Social)
- In various case studies, 80% of social media Business 2 Business leads and 46% of all social media traffic to the company's website has come from LinkedIn. (Source: LinkedIn)
- 65% of B2B companies have used LinkedIn paid ads. (Source: Sprout Social)
- 95% of B2B content marketers have used LinkedIn for organic marketing. (Source: Content Marketing Institute)
- 76% of B2B content marketers have used LinkedIn as a paid social media platform. (Source: Sprout Social)

Our strategic business development campaign is the alignment of business development processes and procedures with the strategic business goals of our clients' companies. Our goal is to identify and acquire ideal clients for your highest quality products/apps/solution using brand promising results that you can deliver upon to end-users. We are quite aware that deciding targets to achieve and strategies to employ in the development of business is of high stakes. Our well-defined strategy that will be well implemented, can drive high levels of growth and profitability.

LINKEDIN CAMPAIGN STRATEGY

At Cognitive Convergence, we know that Internet business development has now become a vital success factor for any type of business.

We prefer to use your LinkedIn profile

To stay transparent with you at every step of the campaign.

Output and results (Connections, LinkedIn Posts, one to one message , email collected , demo scheduled information, leads generated) can be used for your future professional networking
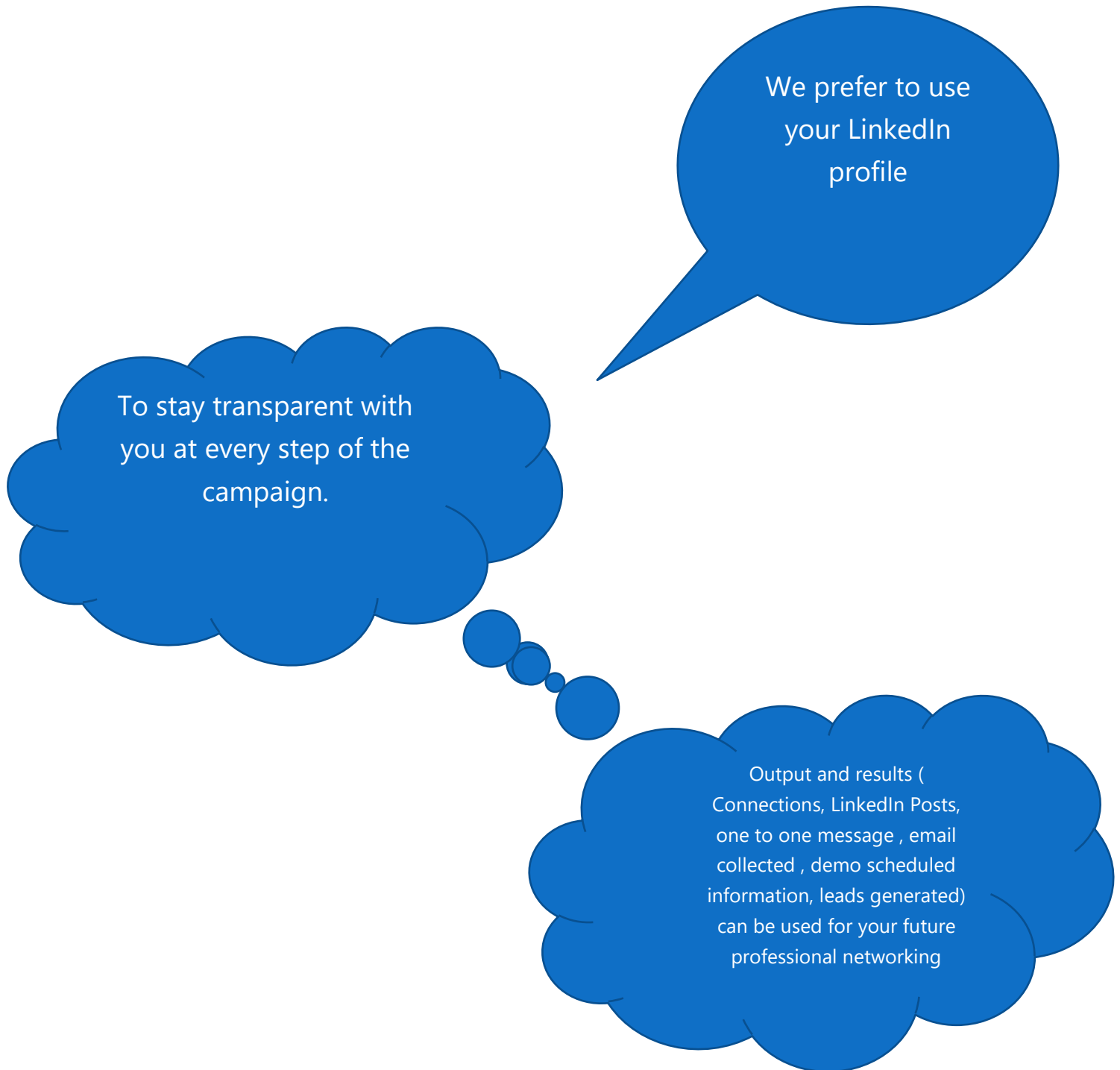
We have developed the following strategies for the business development of your corporate online:

1. To get our sales lead, we will first make a list of clients by following the data collection techniques, i.e. mentioned earlier in the document.
2. By using the advanced people search, we will be able to locate a list of potential clients which will be our focused market

3. By requesting their connection, we will contact them once they will accept our request.
4. We will prepare content scripts for a different type of messaging in the campaign with a special focus on business development strategies. Once we got the approval from our client, we will send them a detailed email, which will contain the information about the company and the product in which they are interested.
5. We will offer them to have a demo of a product to further clarify their doubts if any.
6. After successfully acquiring a client, they will sign a contract with us, which will be made as per the company's policies.

CONTENT CREATION AND MANAGEMENT

Our previous work with our clients includes the creation of the following documents;

- Created improved content for the LinkedIn Profile of the relevant person
- Created improved content for the LinkedIn Profile of the Company
- Created a showcase page for products
- Created a showcase page for services
- Created a content document for Hashtags for LinkedIn Profiles of
  o Company
  o Showcase pages
- Created a detailed content document for "Specialties words" to be used in LinkedIn profiles of the
  o Client
  o Company
  o Showcase pages of products
  o Showcase pages of services
- Created a content document for relevant targeted keywords for searching for potential candidates for our business development campaign
- Regularly publishing the post on the LinkedIn profile of
 o Professional profile
  o Company
  o Showcase pages
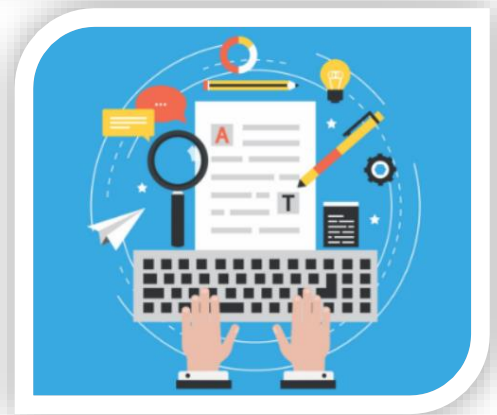
TECHNIQUES THAT WE WILL USE TO GET A BETTER RESPONSE ON LINKEDIN

We will be following the below-mentioned tips to get a better response from our targeted connections on LinkedIn:

- Brief subject line to capture their interest.
- Mention their achievements as a reference.
- Send a follow-up message to them.
- Adding a few personal contents in the message body to develop a sense of familiarity.
- Share a common interest to strike with them on common ground.
- Set a planner with milestones to ensure our goals are met on time.
- Add presentation of our products using SlideShare; a LinkedIn built-in tool.
- Keep a continuous check at "People Also Viewed" Sidebar
- Regularly updating the jobs to scan for updates and reach out to new connections
- Keep a close eye on your competitors and see their profiles to analyze their networks
- Scroll and explore skill endorsements
- Use the Alumni Search filter to see a list of people that share a common background with us
- Have a regular check on who have commented on the posts of your prospects
- Users who have interacted with your posts, we will browse them and explore their needs
- We will be following the Boolean search technique to get more refined connection searches
- We will be creating a search alert for our target clients to get ourselves notify with any news or updates that will be beneficial for us in the campaign.
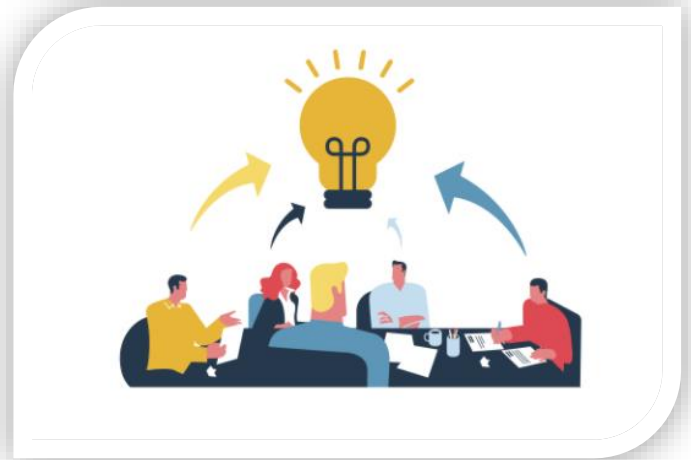
SCRIPTS FOR THE CONTENT THAT WILL BE DELIVERED TO THE CUSTOMER

Our other major focus to capture more interest of the clients is to write some powerful scripts that will hold their attention for a long time. Some of our ideas are:

- A good and detailed email signature
- Write an accurate subject line
- Starting the message with an attention-grabbing opening line
- Customize and personalize the content as per the specific client
- Add an offer that will work as a call to action

- Write a compelling but relatable summary of a profile
- Daily publish some content, for instance, new product updates, feedbacks from our clients, analysis of the new trend of the industry, etc. to notify our connections and to show our presence.
- Graphics have a certain impact on the minds of the people. We will add rich media in our each content to perform better.
- Make more use of bullet points and lists instead of long-length paragraph.
- Add a showcase page for our products.
- Start a message with a background reference. For example, "Hi {client name,}, I came across your profile from a {group name}. I thought I should introduce myself to you as we share the same working background." and then write an introduction of myself and a company with a brief detail of products that we will be offering to them.
- Use a soft close such as "Would you spare 10 minutes for a chat" to make the prospect's schedule feel worthy, top priority, and valuable to us.
- Use a personalization message in the content of the email for a perfect starter conversation. For example, we will have an opening sentence with their interests and then relate our product services with it.
- We will try to improve the readability of the document by writing short paragraphs, short sentences, and a combination of alphabets and numeric in its content.

LINKEDIN SALES NAVIGATOR

We are suggesting you buy the paid services of LinkedIn for the business development campaign of your selected/specific/identified product/app/solution. We will be addressing various features of this service that will be beneficial for us for the smooth execution of the campaign.

DIFFERENT OPTIONS AVAILABLE IN LINKEDIN

There are many different types of account options available on the LinkedIn platform. For instance;
- Free LinkedIn Account
- LinkedIn Premium Career
- LinkedIn Premium Business
- LinkedIn Sales Navigator
- LinkedIn Sales Navigator Team

- LinkedIn Recruiter Lite
- LinkedIn Recruiter

We will be addressing the top features of the Basic (free) Account and LinkedIn Sales Navigator account.
For a short comparison between different options, you can refer to this link: https://business.linkedin.com/sales-solutions/compare-plans#1

FREE OR BASIC ACCOUNT

A Basic or free account is one for anyone who creates and maintains their professional profile on the LinkedIn platform. It is a regular account that provides ordinary features such as:

- Build and display a professional account.
- Add and maintain numerous professional network.
- Find and reconnect with concerned members.
- Request and provide recommendations.
- Search for and view profiles of limited LinkedIn members within a month.
- Send a limited number of messages in a month
- Receive unlimited InMail messages but can only send a few.
- Save up to three searches and get weekly alerts on those searches.
- Your searches are limited.
- You do not receive any InMail credits to message people except your network.
- You are only able to see the last 5 people who visited your profile.

SALES NAVIGATOR ACCOUNT

Sales navigator account is a paid service of LinkedIn that includes all features of a Basic free account with some additional more valuable features. LinkedIn offers a 1-month free trial but it usually costs around **$79.99+sales tax/Month**. There are numerous features offered under this service that are vital for business development campaigns. For your feasibility we have enlisted some of them for you:

- 20 to 30 InMail messages per month
- You can see who viewed your profile
- Extended LinkedIn network access

- Advanced lead and company search
- Lead and account recommendations
- Custom Lists
- Territory preferences
- Job change alerts
- Prospect and company news alerts
- Outlook Web integration
- Notes and tags
- 1,500 saved leads
- You can choose from a large number of filters for people and/or companies including:
    - Keywords
    - Geographic location (by region or state)
    - Job title
    - Company name
    - Company size
    - Company type (e.g., public, private, non-profit)
    - Group membership
    - School
    - Years of experience
    - Industry
    - Job opportunities
    - Number of followers
- Learning center
- Includes Premium Career
- Sales Navigator Mobile App
- Better advanced searches into things like company size and seniority level. There are up to 8 filters that can be applied for a targeted search.
- Multi-featured InMail, keyword suggestions, applicant insights, and open profile
- Save your searches in the sales navigator
- Access to LinkedIn learning resource and each completed course will be added as a certification to the profile
- LinkedIn Social Selling Index (SSI Score)
- Suggestion on new companies that are similar to the one that you are already working with
- It gives the user access to the dashboard to check their progress in terms of weekly reports which gives details of Inmails, messages, and other stats.
- Plugs into our email (Gmail) to find prospects' LinkedIn profiles based on their email address
- Enable you to create a newsfeed of just your prospects where you can communicate on their posts – even if you are not their connection
- Spread brand awareness throughout the platform
- Sales Navigator works with other marketing tools like Outreach so I can connect with prospects directly through the Outreach app while using Sales Navigator.
- uncover insights about target companies and prospects
- Provides accurate employee count working in a company
- When viewing others' profiles in LinkedIn, it does not notify the person that you are viewing their profile
- Being able to send messages to prospects with no text limit
- Provide a separate mailbox for Inmails.

OUR OFFSHORE DEVELOPMENT MODEL

We have a Dedicated Development Team that is a subject matter expert in product development. The source of all the technologies, code, and architecture are our key success factors that help to make a project successful. For small or mid-sized applications, we offer our Hourly / Time & Material model that defines the scope of our work making the workload of the client manageable during the execution of a project. For all the companies who require to reduce the cost without sacrificing the quality and lowering the available development resources, we offer our offshore development services to them. Our team of experts is guaranteed to be engaged in one project at a time so that they can fully manage the requirements of our clients. Challenging and revisiting the onshore/offshore problem-resolution processes to clear obstacles and manage risks is an absolute requirement. The processes for raising problems, reporting on progress, and resolving are documented for future reference.
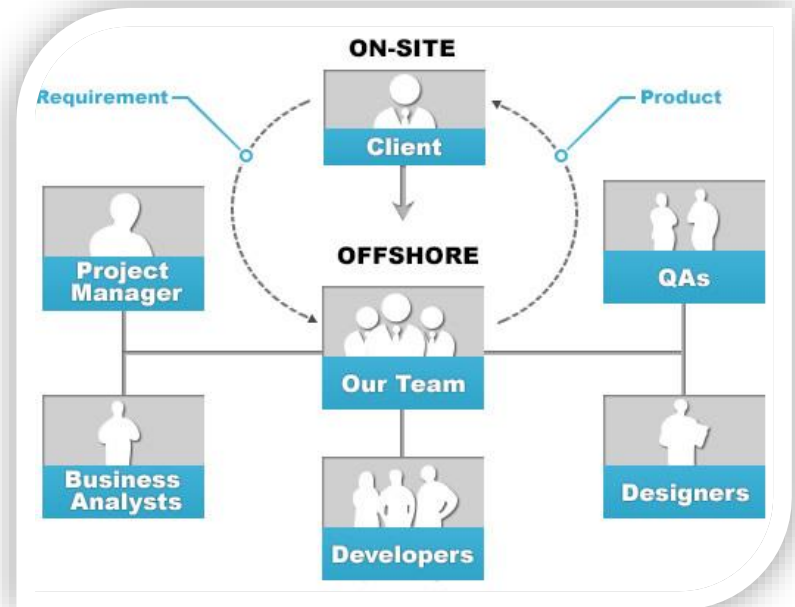
PROCESS OF SUCCESS STORY IN OFFSHORE

To stay in this current era of the competitive market, many companies are taking advantage of Offshore Software Development services. It is considered to be the most important and prime way to reduce the cost while taking maximum advantage of the advanced technology delivered by offshore development companies. The risk is reduced by a change and project management approach in which introducing a back-to-basics approach that recognizes a mix of cultures in project management and change management increases the chance of project success. Having smooth communication between each involved party, the duties of offshore vendors are identified by providing responsibilities of business users. These clearly defined and understood communication helps to present the best quality work in due time.
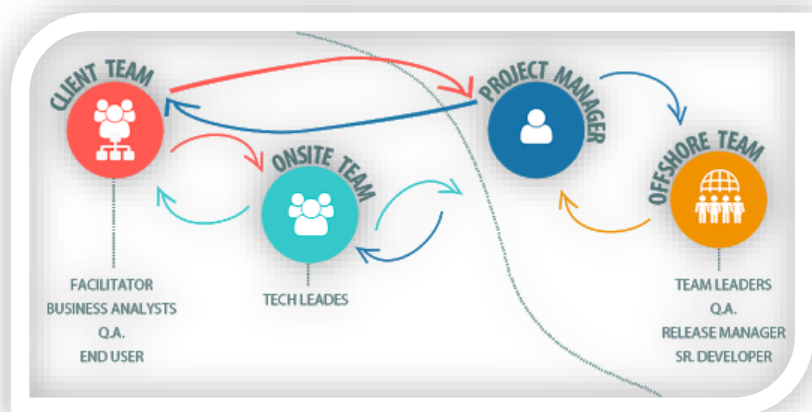
REAL CHALLENGES

To work as a part of the Tech Company as an off-shore team, we need to stay on the same page to overcome the difference in terms of the whole company's internal strategies. To do so, we will be requiring to work closely with each other to understand and establish a mutually agreed marketing strategy to make this business development campaign a success. For this, we will be needing to

- Get an accurate branding sense of the company by getting information about their internal team and concerned members
- Get, understand, and develop the technology vision of the company
- Need multiple brainstorming sessions to evolve
- Need to work as your off-shore team as a joint interest team
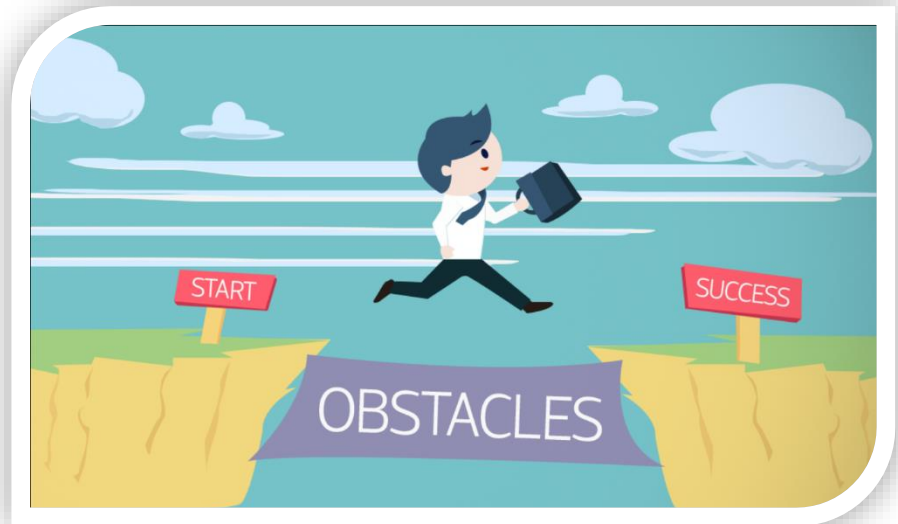
INTENDED OUTCOME

- Enhance brand recognition in the respective industry
- Generate more positive revenues
- Build long-term relationships with customers for future campaigns
- Acquire more customers using less marketing resources
- Increase customer/user experience with the product
- Improve customer satisfaction to increase product rating in the market
- To have real-time data of clients that responded to the campaign
- A list of connection
- A list of sale leads
- Number of customers that purchased the product

The most important thing, the whole campaign has the following features:

- The whole process is transparent to our clients

- All data is available and stored in your LinkedIn profile during the campaign which you can use for future business activities.

TARGET DEMOGRAPHICS

- United States of America
- Europe

CAMPAIGN EXECUTION PROCESS

To ensure that we are delivering the best services to our clients, we have established a well-defined execution process for the whole campaign. For your consideration, we are providing a bullet summary so that you can have a quick look at it.

- Creating all relevant content document
    - We will be creating a word document for each type of content that will be used in the business development
    - The final version will be sent to you for approval
- Holding Weekly Project status meeting
    - We will conduct a weekly meeting with the company, Shahzad, and Ayesha so that everyone can share their feedback to make sure that we have moving forward in the right direction
- Weekly Project status report
    - All the activities that are performed during the week will be shared with our clients
    - The format of a report will be as a scrum that consists of various heading defining the working
- Transparency will be maintained and witnessed at all stages of the campaign
    - You will be given real-time insight.

DATA COLLECTION

We have selected to go for a Linked campaign to get the required data. Our methods of data collection will be best suited to the project at hand. Our research methodology to collect user data will include:

Our client's selection for relevant Product/App/solution will include their direct user to find an ideal candidate. For your understanding, we will be targeting the below-mentioned client's profile;

- Respective personnel
- Administrative staffs
- Executive Team

Our target market can be extended as per the nature of the product.

OTHER SOCIAL MEDIA ACCOUNT HANDLING

Business development is like an ongoing process that does not affect the business processes of a company. It is to wise approach to always combine multiple business development strategies to get more efficient and positive results in less time. We are planning to use the social networking and referrals technique which is frequently used together in business development campaigns. This will help to generate more promising leads in which the strength of one strategy can shore up the weakness of another. Our main focus of the campaign is the LinkedIn platform, however, we tend to expand your networking presence in key organizations using various social media platforms including Twitter, Facebook, Instagram, etc. We will be locating the key target audience that belongs to business organizations, industry associations in these platforms. We will be looking into leads profiles and related groups in which we can find prospects while increasing your visibility as a trusted brand. By using such a marketing automation technique we will segment your searches to find the best candidate and score your leads so that you can spend your time and resources on the prospects that are most likely to convert into customers. Some of the marketing channels that we will be taking care of for professional expansion of products/solutions/apps/ of Tech Companies are;

- ✓ Inbound leads
- ✓ Paid Search Advertising
- ✓ Paid Social Advertising
- ✓ Outbound leads
- ✓ Referrals
- ✓ Networking
- ✓ Channel Sales
- ✓ Cross-sells
- ✓ Up-sells

MEET OUR TEAM

SHAHZAD SARWAR

Mr. Shahzad Sarwar, the founder of **Cognitive convergence** is a professional product strategist with over 20 years of experience. He believes in gathering and analyzing data about his valuable customers, competitors, and current openings in the market to make a product that is as per the latest trend of the industry. He focuses to understand the needs of his customers and present these needs within the company. He is an expert in his field that has the quality of presenting complex research findings to management in an easy-to-understand manner for everyone. He designs and evaluates various ideas for the development of new products. His main working trait is designing long-term goals to build relationships with his clients.

AYESHA AKHTAR

Ms. Ayesha Akhtar is the **Business Development Executive in Cognitive Convergence**. She is responsible to build fruitful contacts with potential clients to create new business opportunities for both parties. She maintains and updates the prospective client to keep transparency within the departments involved. She keeps a record of all of the relevant information on all product and service offerings of the company. She is determined to strictly follow company guidelines and procedures for any type of business process.

YOUR INVESTMENT FOR BRIGHT FUTURE

It is a fixed cost campaign with two packages that we offering are 35 hours or 100 hours campaign that will run on LinkedIn, a social media platform.

Kindly think, plan, evolve, mature, and brainstorm for a robust and smart business development campaign. Let's discuss this in a weekly meeting.

FINANCIAL EMPATHY- AS CORPORATE STRATEGY:

Cognitive Convergence has a mission that every dollar that is spent and every hour that is billed, is well reflected in the output of software development for its clients. Cognitive Convergence really wants to have strong **Financial Empathy** with customers by understanding their financial model and changing billing based on financial limitations, needs, patterns of clients.

SIGNATURE

Your signature below indicates the acceptance of this business proposal.

Shahzad Sarwar   (NAME)

Cognitive Convergence   (**Company Name)**

Signature	Signature

MM/DD/YYYY   MM/DD/YYYY