

# Business Development on a Budget

## 50-Part Audio Series

by Martin Bissett

Presented by CPATrendlines

### Instructions on How to Access the Audio Files and Complete Guide to Every Episode

#### **Greetings!**

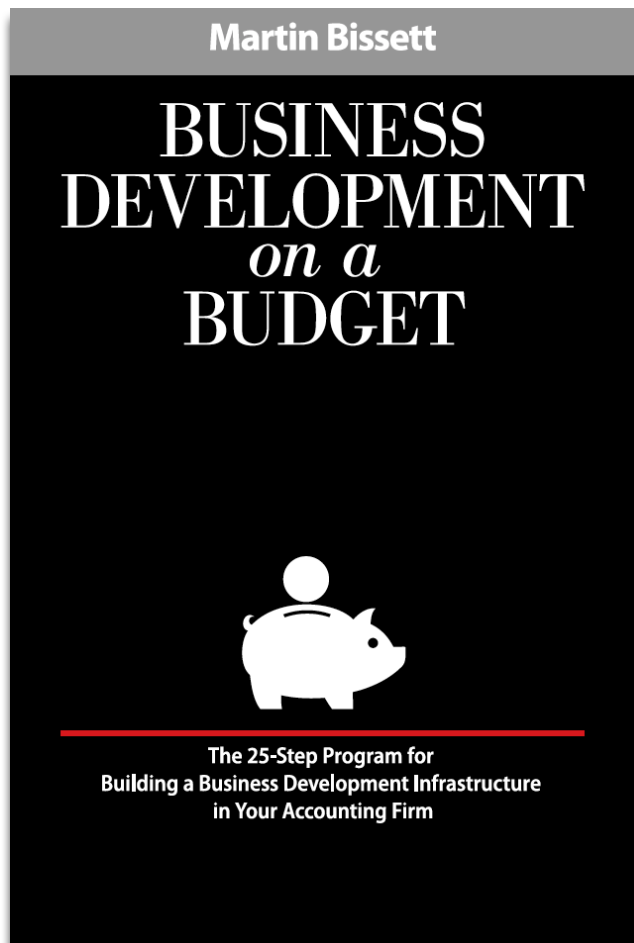
With the 50-part audio series supplement to "Business Development on a Budget" you'll have acquired the tools to build a complete practice growth infrastructure and a continuing program for your firm.

Combined with the Handbook, this series of bite-sized how-to's can equip you and your revenue producers to make measurable progress in business development efforts every week.

The fact is most firms really aren't sure where to start in creating a pipeline of prospects, writing a proposal, pricing compliance and advisory services, resolving prospective client concerns and so on. That's what "Business Development on a Budget" – the book and audio series – is for.

Once you open the vault, you'll have complete access to all 50 episodes, each coordinated with a chapter in the handbook.

- You can listen at your leisure. Or with the book in hand. Or in the car as a reminder on the way to visit prospects.
- Each episode, when combined with the handbook, delivers a succinct audio boost to your growth efforts with a tool, an insight, a technique and a complete demonstration of the proven and correct order in which you can implement and improve your business development infrastructure within your firm.
- Each episode concludes with a checklist to get you started immediately.



The handbook is available here:

[store.cpatrendlines.com/shop/mb-bdb](https://store.cpatrendlines.com/shop/mb-bdb)

Save 10% on the the Handbook with this special  
coupon code:  
**audiobdb**

## How to Access the Vault of Audio Files

To access the vault of all 50 audio files, you will receive a downloadable PDF like this with directions to a secure URL and a password.



You may return to the vault as often as you like to access the audio files. You can listen live online, or download for your mp3 player (i.e.: iPod, smartphone, etc.) to listen to at your convenience.

For the best professional experience, it is suggested you listen to the audio files simultaneously while you work through the Handbook.

You can download all the audio files at once. Or you can return to the vault to download one or a few at a time.



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# Episode Guide

## Part 1

1. **Introduction to Part One** (00:38)
2. **Selling the Whole Time** (04:52)
3. **We're Always Selling** (03:24)
4. **Closing the First Sale** (04:39)
5. **Why Is It So Difficult to Sell?** (04:48)
6. **Recurring Fee Apathy** (03:58)
7. **What About the Next Generation?** (03:41)
8. **Consistency is Success** (03:17)
9. **Building the Pipeline** (03:16)
10. **Grading the Opportunities** (03:08)
11. **Next Actions** (02:02)
12. **Case for the Pipeline** (02:08)
13. **Undercharging** (07:08)
14. **Website Promises** (03:11)
15. **Perception is Reality** (03:32)
16. **Opening the Conversation** (05:33)
17. **D.N.A** (02:56)
18. **Case for the Sales Director** (04:27)
19. **A.C.C.O.U.N.T.S** (08:50)
20. **The First Meeting** (09:57)



**Martin Bissett**

Author of "Business Development on a Budget" and the voice of the Audio Series

## Have a free listen

Sample the first three episodes

### Click on the episode link

Click to open the mp3 in a new browser window and listen as it streams. Or, right-click and "save as" to download.

1. [Introduction to Part One](#) (00:38)
2. [Selling the Whole Time](#) (04:52)
3. [We're Always Selling](#) (03:24)

## **Part 2**

21. **Introduction to Part Two** (00:27)
22. **The Ultimate Question** (04:16)
23. **Signs of Interest** (02:57)
24. **The Next Meeting** (03:49)
25. **Between the First and Second Meeting** (03:10)
26. **Preparing and Rehearsing the proposal Document** (7:53)
27. **Resolving Concerns** (05:44)
28. **Pricing** (3:32)
29. **Closing and Getting Paid** (03:36)
30. **Second Thoughts** (03:02)
31. **The Stalling Concern** (01:56)
32. **The Misunderstanding Concern** (01:33)
33. **The Irrelevant Concern** (02:09)
34. **The Real Concern** (01:30)
35. **Calculating Growth** (03:23)
36. **Building a Proactive System, Part One: Referrals** (02:26)
37. **Building a Proactive System, Part Two: Fee Follows Value** (01:41)
38. **Building a Proactive System, Part Three: Scoring** (02:31)
39. **That's What They All Say** (03:02)
40. **Planning Ahead** (05:25)
41. **Facing Your Fear** (03:05)

## **Part 3**

**42. Introduction to Part 3 – The Key Takeaways (00:27)**

**43. Closing the First Sale: The Equation (01:02)**

**44. What Prevents the Hunger? (03:35)**

**45. The Initial Meeting (00:40)**

**46. The Strong Proposal Document (01:10)**

**47. Resolving Concerns (01:07)**

**48. Closing and Getting Paid (00:57)**

**49. Qualifying the Pipeline (00:51)**

**50. Avoiding the Major Faux Pas (04:52)**

**We hope you find the experience fun and profitable.**

- For technical support, contact: [support@cpatrendlines.com](mailto:support@cpatrendlines.com)
- For other questions and comments, author Martin Bissett would be pleased to hear from you at: [martin@upwardspiralpartnership.co.uk](mailto:martin@upwardspiralpartnership.co.uk)

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