

## Rainmaking for everyone: how to help everyone contribute to BD in their own way

Here are a few things you can do as a manager to help everyone contribute to BD in their own way...

### Relationships matter!

Focus on the relationship,  
not on selling.

Consider the skills / strengths of  
your team members and encourage  
teamwork / cooperation.

Encourage your staff to be authentic  
and focus on what they enjoy.

Give someone permission to say  
when something isn't right for  
them...  
and to look for an alternative.

BD is for everyone – extroverts and  
introverts.

Allow people to develop and play to  
their strengths:

- Speaking
- Writing
- Social media
- Networking

Encourage your staff to build a network  
around their hobbies and interests:

- Sharing a passion with others
- Joining a committee / community  
based on an interest
- Offering to contribute in an area  
they're passionate about

### What does success look like for you?

- Personal success
- Organisational / team success

Think about small achievements that  
build relationships:

- Showing kindness
- Doing someone a favour
  - Making a friend
  - Developing trust
- Connecting two people who might  
help each other
- Recommending a colleague