



**Partner
Success
Summit**

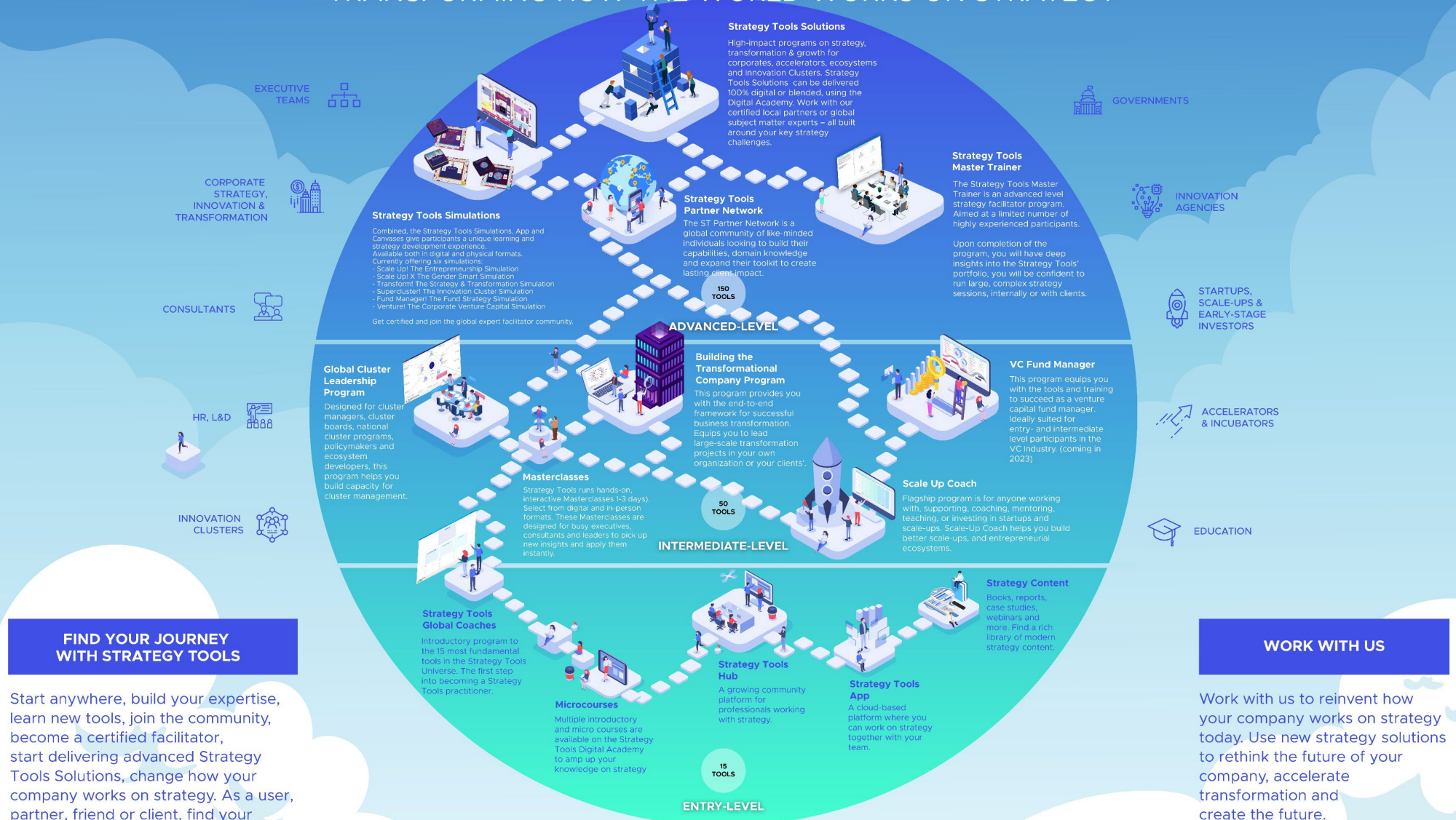
WELCOME

Chris Rangen
Strategy Tools

JUNE 28, 2022

The Strategy Tools Universe

TRANSFORMING HOW THE WORLD WORKS ON STRATEGY



FIND YOUR JOURNEY WITH STRATEGY TOOLS

Start anywhere, build your expertise, learn new tools, join the community, become a certified facilitator, start delivering advanced Strategy Tools Solutions, change how your company works on strategy. As a user, partner, friend or client, find your starting point in the Strategy Tools Universe.

WORK WITH US

Work with us to reinvent how your company works on strategy today. Use new strategy solutions to rethink the future of your company, accelerate transformation and create the future.

Get started today.

THE WORLD OF STRATEGY IS CHANGING

Start your journey at www.strategytools.io



YOU

Our partners,
are the backbone of the global growth.



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NINE PRINCIPLES FOR BUSINESS DEVELOPMENT

Chris Rangen
Strategy Tools

JUNE 28, 2022

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Principles for Business Development

YOU ARE GOING TO NEED....



1.

YOU ARE THE VALUE OF YOUR NETWORK

80%

Of your business comes from your network

**How strong is
your network?**

0-100



2.

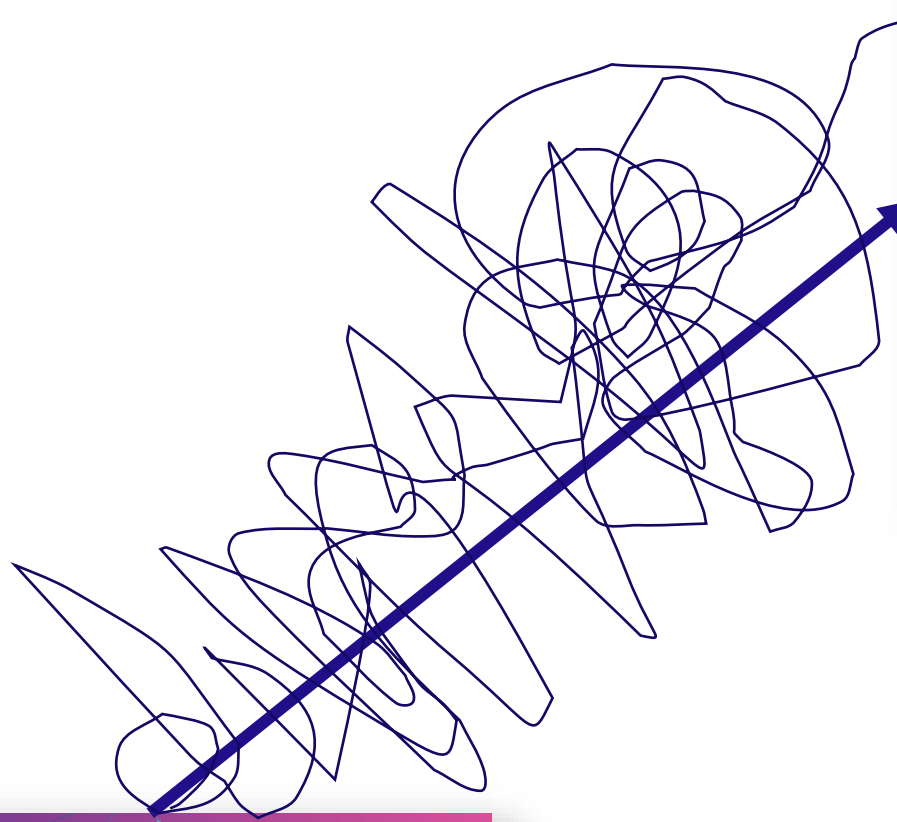
LONG TERM THINKING

6

Years to land the Canadian Supercluster Work



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**List your top five
long-term client
prospects**



3.

BUILD RELATIONSHIPS

1000

New relationships every year



Ertan Can · 1st
Partner @ Multiple Capital | Invest
Frankfurt Rhine-Main Metropolitan Area



Andreas Munk Holm 🎤 (Bro/Bud) · 1st

Here for the memes 🙌 Building LP syndicates to back amazing VCs in Europe 🙌 join us at theemergingvc.substack.com | Founder & co-host @ The European VC 🎤

Talks about #startups, #venturecapital, and #entrepreneurship
Berlin, Berlin, Germany · [Contact info](#)

euvc The European VC



University of Southern
Denmark



**How many new,
deep work
relationships have
you developed this
year?**



4.



BE HELPFUL

4

Free sessions – for us to get to know each other – client set the timetable.

**How can you
be more
helpful to your
prospects?**



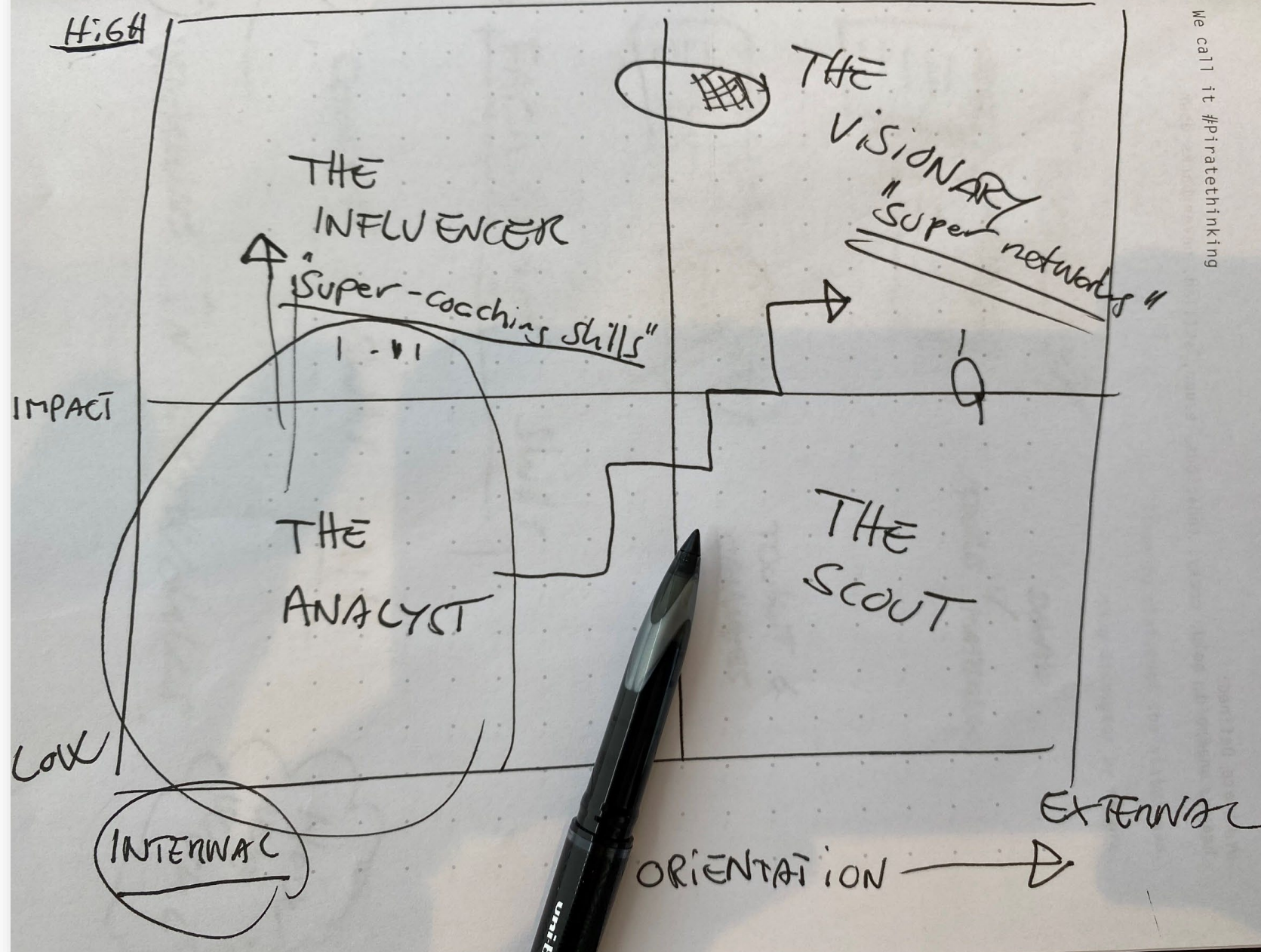
5.

BRING (THE RIGHT) TOOLS

250

Canvases.... But you need to find the right one

We call it #piratethinking



STRATEGY TEAM SERIES

STRATEGYTOOLS.IO



Strategy Team Map



Get yours at www.strategytools.io
Strategy Team Map by Christian Rangen is the intellectual property of Strategy Tools and is at your disposal under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.

**How Well
Do You Know
The Top Tools?
0 – 100%**



6.



**START CONVERSATIONS,
NOT PRESENTATIONS**

70/30

Questions vs. speaking

**How good
am I in
asking
questions?**



7.

**FIND YOUR CHAMPION;
BUILD ALLIANCES**

1 vs. 20

Your buyer vs.
internal resistance, influencers and
decisionmakers

**How Can I better
Support My
Client vs. Internal
Resistance?**



8.

CREATE (CLIENT) CAREERS

1:3

Number of jobs your current client will need
your help in, into the future

**How attentive
am I towards
the future careers
of my client?**



9.

**BE EXPENSIVE
(CREATE SUFFICIENT VALUE)**

\$50.000

Day Rate

**What is my
target day
rate for
2H 2022?**



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Principles for Business Development

**Wishing everyone a great
business year for 2022 and a
highly successful Partner
Success Summit.**