

BD-Institute Benchmark Study



WHAT IT TAKES TO WIN TODAY!

The BD-Institute's "Benchmark Study 2017" is a wide-ranging look at best practices and outcomes in current business-development and enterprise-sales organizations. It targets participation from large and small companies around the world and across markets to provide a meaningful view of today's state of the art in winning business. Specific goals include:

- ✓ Understand how business-development organizations operate most effectively
- ✓ Benchmark outcomes in government-facing and business-to-business selling environments
- ✓ Compare performance outcomes among various types and sizes of companies in diverse markets and world geographies
- ✓ Investigate current trends and emerging challenges to business-winning teams
- ✓ Characterize the impact of business-winning maturity on how well companies perform and adapt to changing markets

Study Outline

- A. Demographics of Participant Companies
- B. Business Development Environments
- C. Organizational Performance Metrics
- D. Special Areas of Investigation
 - Multi-Country, Cross-Cultural Strategies
 - Automation and Collaboration Tools
 - Integration of Competitive Intelligence and Strategic Pricing
 - Knowledge Management Systems
- E. Organizational Maturity Context

Study Milestones

- A. Open Survey – 8 May 2017
- B. Close Study Registration – 30 July 2017
- C. Close Survey – 4 August 2017
- D. Brief Participants – 4-8 September 2017
- E. Publish Final Report – 15 October 2017

Frequently Asked Questions

Q: How does one participate in this benchmark study?

A: Participating in the study is easy. Visit www.bd-institute.org/benchmarking/ and select the option to “Take the survey [here](#).” This will take you directly to the survey website, and you can begin! (Note: you can start and stop your survey, so long as you don’t delete the cookie on your computer.)

Q: What are the benefits of participating in the benchmark study?

A: A key benefit is being able to compare your BD capability with others, many of whom are industry leaders. You’ll receive a free summary of study findings and be invited to webinars specifically for study participants. You can also purchase the hardcopy final report at substantial savings.

Q: Will the study require participants to share proprietary data?

A: The investigation doesn’t seek access to proprietary data, although some data may be considered to be somewhat sensitive. However, win rates and similar data are set in ranges, rather than exact numbers.

Q: How does the BD-Institute assure privacy of data and identities?

A: The BD-Institute has conducted numerous benchmark studies and works routinely with sensitive client data. Only authorized personnel will have access to study data, and at no time will participant data be made public in any way that attributes the data to a specific informant.

Q: How will the study be conducted?

A: The study will be conducted in the form of an online survey. Participants will receive a link to the survey website and be able to complete the questionnaire independently.

Q: How long will it take for participants to complete the survey?

A: The survey comprises approximately 50 multiple-choice questions, each of which is accompanied by an optional comment field. It should take ~45 minutes to complete the questionnaire, although some questions may require a participant to access internal resources. Accordingly, the survey software allows one to stop and restart data entry without losing information already input.

Q: How will study outcomes be reported and shared?

A: Primary reporting will be accomplished in a published, hardcopy document. However, a series of webinars will be used to brief participants in various geographies on both general findings and those specific to their competitive environments. Key summaries may also be presented at conferences.

Q: Will participants have the opportunity to explore research findings beyond published data?

A: Beyond the formal publication generated by the study, participants may request custom reports in areas of special interest to them, so long as such inquiries do not seek access to select information that could compromise privacy of other participants.



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