



Form100 Business Development “What to Say” Guide

This document is a guide to help Form100 employees approach new business opportunities, both within our existing client base and externally within your network. Landing new clients comes almost exclusively from networking, and the bigger we get, the bigger our network becomes. This guide will provide some guidance and talking points to use when a potential opportunity exists.

It’s important to note that exceptional client delivery is the foundation of business development. We are trusted advisors to our clients, and we should never sacrifice that in pursuit of new business. There is no expectation that anyone do “sales” or sacrifice any relationships in pursuit of new business. Delivery is always our top priority. However, if we can help solve a problem, then this guide will provide guidance on how to approach those situations.

Business Development Goal

The goal of business development is to get in front of a potential client who:

1. **has a problem we can help solve and**
2. **has the ability (budget and authority) to bring us in.**

When Talking about Form 100

- **Why We Exist:** We started Form100 Consulting to change the perception of military experience in the private sector. We saw a leadership gap in IT organizations and realized we could serve our clients by bringing the skills we learned in the military to software development teams and programs.
- **How We Deliver:** We hire former military leaders who have the skills and experience to successfully help our clients. Our approach focuses on applying agile best practices combined with servant leadership to build high performing software teams. We work together as a team, train and support each other, and bring the collective Form100 knowledge and experience to solve our client’s problems.
- **What We Do:** We provide staffing and consulting services that support software development teams. Our key service offerings are contract Scrum Masters, Product Owners, Project and Program Managers, and Agile coaching. We also provide Agile and Product Management training to organizations.

Our Value Propositions

- **Leadership:** Our consultants are trained and experienced leaders. We have led teams and programs in the most dynamic environments and know how to handle stress. We make decisions, run towards the smoke to tackle tough problems, and always stay focused on the goal.
- **Experts in agile software development process and tools:** Form100 has worked with multiple enterprise organizations to improve their software development practices. We know how to build trust with a team to make actual change. From fixing individual teams to fully transforming organizations’ agile and product practices, our team serves our clients in a variety of ways to help maximize value



delivery. We are experts in task management tools like Azure DevOps and Jira/Confluence and can maximize their efficiency.

- **We work as a team:** We approach every client with a team mentality. Every consultant on our team is paired with another member (Wingman Program) of the Form100 team. When you hire one of us, you get the support and knowledge of the whole team.
- **Manage bureaucracies:** Our consultants have experience leading teams in large cross-functional organizations. We know how to get the mission done while continually running into excessive process constraints. We understand the importance of staying aligned on the goal and how to effectively communicate with stakeholders.
- **Leadership visibility:** As military leaders we understand the importance of clear and concise communication and reporting. Our job is to increase visibility to organizational leaders so they are able to address the issues impeding a team. We “lower the water level so you can see the rocks.”

Internal Clients

As a trusted advisor to your client, we are often in situations where we can hear about potential opportunities before they become active. Below are some things to consider while working with your current clients.

- **What to listen for?**
 - Current contractors leaving for a new position, contract ending, etc.
 - Standing up a new team which will require new positions.
 - Hiring managers looking to fill a new position which we could support.
- **Expanding Influence and helping internal organizations**
 - More influence = more visibility
 - Build relationships in organizations that are loosely tied to your position. Examples: Help out another team with a process problem, offer to help them solve an issue, or volunteer to help with a process that touches multiple teams.
- **Speaking opportunities**
 - Look for veteran groups, “agile coffee”, agile Community of Practice (CoP), PMO or product group events where you can add value by presenting something for the group and sharing a perspective you have.
- **Network**
 - Connect with company employees on LinkedIn, especially if they leave the company for a new position. Follow up a few weeks after they leave to ask how things are going in the new position.
- **When to reach out and how to approach opportunities**
 - Provide us with information and make connections...don’t try to sell. It’s vital that you keep the trusted advisor relationship with your client.
 - Examples of how to approach internal opportunities.
 - “I heard Joe is leaving for a new gig. We might have some solid candidates on our bench



if you'd like me to connect you."

- "Are you going to need any contractors for the new team? If so, I can chat with our team and see if we have anyone who would be a good fit. It would be nice to have someone there we can trust, and I can help them align to how we operate."
- "Have you looked at getting someone to help you out with that process? I know our firm has done that type of work, and we might be able to help...let me know if you want me to make a connection to our team."

External Clients

The main goal for landing new business is to get in front of a qualified prospect and convert them into a client. Before that can happen, we must make a connection and build a relationship. Below are some things to consider when networking.

- **Target clients and industries**

- Directors (Sr. Manager/VP) of Engineering, Product, and PMO/Agile Delivery
 - New to the position: indicator they are focused on changing the organization.
 - Military background, connected with many veterans, and/or understand the value of military leadership.
- Company that is large enough to use contractors and have a budget
 - A minimum of 5 software development teams.
 - Typically publicly-traded and headquartered in the US.
- Target industries where we've had the most success:
 - Non-software first companies (weren't started by software engineers and their product isn't software)
 - Large bureaucracy or legacy company that is very project/PMO based.
 - Client Examples: Boeing, Alaska Airlines, PACCAR, Hershey, Rite Aid

- **What to bring up in conversations**

- What we do at Form100 Consulting: "I'm a consultant at Form100 Consulting, we hire former military leaders and help software teams to get things done. It's amazing how much those soft skills are valuable for engineering teams...small things like staying aligned on what we are building, communicating effectively, and knowing how to build a team."
- Questions to ask:
 - How big is your engineering organization?
 - What kind of things do your product/development teams struggle with?
 - What Task Management System do you use? ADO/JIRA?
 - Do you ever utilize contractors for support positions?
- If you think they could be a solid potential client:
 - "You should really chat with someone on our team, we might be able to help out, or at least provide some context for what we've seen with our clients. Would you like me to make an introduction?"

- **Common phrases that indicate someone might have a problem we can solve**

- I know our development teams are doing stuff but not sure what value it's bringing
- It's so hard to find good product owners/TPM/Scrum Masters
- Our teams could really use some help with agile practices



- We are constantly delayed and can't seem to deliver anything
- Our product team doesn't talk with the users
- We keep getting stuck in user/business acceptance testing, and there are too many feedback items to go through
- I want people that just hustle and don't complain
- We are doing SAFe now...usually accompanied by "mess" or "cluster"

Parting Thoughts

At Form100, we grow together as a team...more clients bring more opportunities and a bigger team. The more we can utilize our network, share our story, and make new connections the more opportunity we have to get in front of clients. Most software development programs are struggling out there and we can help them deliver more value and help make everyone's lives better in the process. They need leadership on their teams, and we can help!