

# NIXEDONIA

Opening Doors by Nixedonia

**Problem:** Business Development Training takes too long for busy partners who need Sales results now, not in the future when skills are gained.

**Solution:** Partial Outsourcing of the Legal Sales Process to Nixedonia where Initial Market Research, Key Decision Maker (KDM) Identification, Contact Discovery, and Pitching are all covered.



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## Step 1: Selection

The Partner chooses the Jurisdiction, Industry, and Sector for their Business Development.

## Step 2: Value Proposition Creation

Together with Nixedonia we identify and create the Unique Value Proposition to offer the Prospects.

## Step 3: Market Research

Nixedonia compiles a KDM (Key Decision Maker) list & these KDMs should be Connected to in LinkedIn.

## Step 4: Pitching

Nixedonia then Pitches the identified KDMs to Meet.

## Step 5: Meeting Confirmation

The Nixedonia deliverable is Meetings for the Partner. This can be attended alone, or with John James.

## Step 6: Follow-Up

Some Meetings convert to Mandates. Further, long term prospect nurturing is a best practice for later conversion.