

# An enterprise business-development programme, built from the ground up.

A family-owned UK and Pakistan apparel manufacturer set out to win new enterprise accounts in several international markets. I'm building the foundations: who to sell to and in what order, who to reach inside each account, what proof to show them, and the CRM and AI-assisted workflows that keep it moving.



## CLIENT

FAMILY-OWNED APPAREL MANUFACTURER, UK & PAKISTAN

## SCOPE

BUSINESS DEVELOPMENT, POSITIONING, CRM AND AI-ASSISTED WORKFLOWS

## PERIOD

LIVE SINCE LATE 2025

## STATUS

IN PROGRESS: PIPELINE BEING BUILT ACROSS PRIORITY ACCOUNTS

## 01 · WHAT WAS NEEDED

### A growth brief that needed far more than outreach.

- **A defined customer.** Which types of buyer most value what the business does best, and in which markets, so that every conversation starts with a likely fit.
- **An order of attack.** A long list of possible accounts, scored and ranked so that effort goes first where margin, volume and quality expectations fits.
- **The right people in each account.** Brand owners, retailers, agents and sourcing offices buy in different ways. Each needed its own first conversation.
- **Proof a buyer can check.** Positioning and collateral that lead with specific product strengths, with claims checked against source documents and localised for each market.
- **One system of record.** A CRM where every contact sits under the right account, conversations are logged, and the pipeline can be reported reliably as it grows.

**Capability alone doesn't win the buyer. Out of a thousand capable suppliers, they choose the one that communicates its niche clearly.**

WORKING PRINCIPLE

## 02 · HOW I APPROACHED IT

### Evidence first. Then decisions. Then the build. Then the action.

#### 01 · EVIDENCE

WHAT WE KNOW

#### Ground every decision in the record, and keep re-testing it

Duty and landed-cost positions, certifications, catalogues, quality records and websites are checked for what can be evidenced. The sales correspondence is reviewed for what buyers actually ask for: a reason to add a supplier, workable order economics, clear terms and proof. Decisions are re-tested as the record grows.

#### 02 · DECISIONS

WHAT IS TRUE

#### Decide who to sell to, in what order, and what can be said

An Ideal Customer Profile (ICP) and segmentation by buyer type and market. Target accounts scored on margin, volume and quality orientation, then ranked. A claims register setting what may be said, with which proof, and what may not. CRM rules: a lead becomes a deal only when the buyer replies, and quiet deals are re-qualified before they are marked lost.

#### 03 · BUILD

HOW IT IS SOLD

#### Build the collateral, and the engine to work it

Six one-page segment sheets: two buyer segments across three regions, each localised for duty, compliance and transit. Decision-maker research and account-specific proposals. Apollo for enrichment and prospecting, feeding the client's Pipedrive CRM. AI assists with research and first drafts of text; I edit and decide, and facts are checked against source documents before collateral goes out.

#### 04 · READY FOR ACTION

WHAT THE BUYER SEES

#### Work the market, and keep the pipeline honest

Segment-specific first contact by LinkedIn and email, tailored briefs to named decision-makers, and proposals where a buyer brief exists, while the CRM is restructured for segmented campaigns. The numbers below measure traction, not revenue.

## WHERE IT STANDS · OCT 2026

**1,100+**

ICP CONTACTS, ACROSS NEARLY 400 ORGANISATIONS

**16**

OPPORTUNITIES GENERATED

**6**

GLOBAL BUYERS ENGAGED BY DIRECT OUTREACH

**3**

ENTERPRISE BUYERS NOW IN SAMPLING OR COSTING

**<7 months**

FROM FIRST COLD EMAIL TO TEST-SCENARIO TALKS



## 03 · WHAT WAS CREATED

# Trust isn't sent. It's built. So we built the engine.

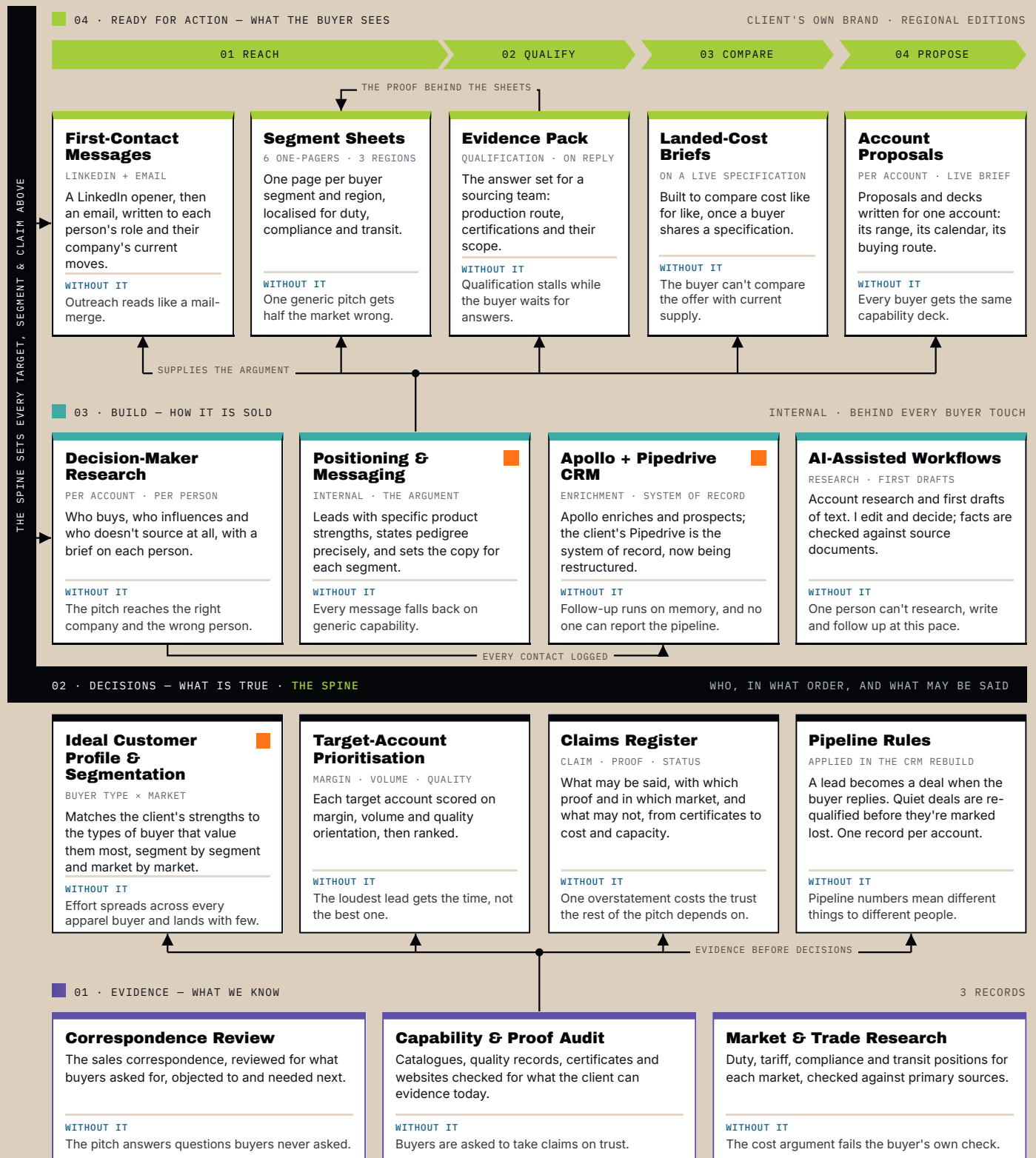
Enterprise business development isn't plug and play. The factory had mostly supplied the family's own wholesale business, or agent-led work. Selling direct to global brands takes familiarity, demonstrated competence and trust. These parts are built to earn it.

## HOW TO READ THE MAP

**Load-bearing.** The programme can't run without it.

**Top rule:** the method stage each layer serves.

**WITHOUT IT** what the business loses if it's missing.



■ Clients are described anonymously while engagements are live. Named references on request, where clients agree.

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