MAKE THE BREAK

Business Development Health Check

A top level overview to help you decide if your business would benefit from a health check.



2026-2027

Contact: Stuart Pringle / hello@makethebreak.co

Hello,

Thanks for downloading the Business Development Health Check overview. Within the following pages, we've outlined how to know if a health check is right for you, what is involved, how long it will take, the costs, and a detailed breakdown of what you will get out of the process.

This deck should also give you an overview of our capabilities and experience in business development, marketing and digital. We're in the privileged position to have helped a number of companies just like yours, overcome challenges and achieve their goals.

You will also see information about us and testimonials from happy clients. I'm looking forward to talking with you soon. Please don't hesitate to get in touch with any questions.

Sincerely

S. Pringle

Stuart Pringle, Director



What is Make The Break?

Make the Break is focused on business development, providing both a strategic approach and tactical support to create commercial pipeline. We work with founders, directors and customer facing teams to support improvements in their business development strategy, demand generation tactics and sales outreach. We're passionate about working with good people who have purpose infused into their efforts... and if we can help the planet along the way then that's the perfect combination.

Trusted by:

EMPIRE engineering
TernanEnergy
ARUP
sennen
NJORD SUBSEA
bitbloom
WeBridge
two blues
RENEWABLE DYNAMICS
apollo

Now you know a little about us, let’s start thinking about you and your business.

Together, we can figure out where you want to get to.





When looking at business development efforts, do any of these sound familiar?

On their own, any one of these can be bad news. Things can really start to slow you down when they start joining up. If you have the sneaking suspicion something is not quite right within what is happening in sales and marketing, it's very likely holding your business back.

Put simply, you know that with a bit of a tune up your sales marketing machine could go faster

Missing that north star?
Do you feel like you are doing all the things but are not sure what the high-value tasks are? Are you missing that central goal around which everyone can gather? No one wins by being a busy fool. We bring clarity to your commercial plan, giving the team confidence and a clear direction.

Want to upskill the sales team?
Is the commercial team doing the right tasks? Are they speaking to the right people and saying the right things? Do they know the compelling reasons that make prospects buy? Do they follow up in a timely manner? In sales, there is only one chance to make a first impression. We can put 15+ years of B2B sales knowledge straight into their hands.

Committing random acts of marketing?
The nagging question: are you putting your marketing efforts in the right place? Or are you just hoping for the best? Together we can create the plan, craft the messaging, and agree on the chosen channels so your marketing lands in the right ears.

Not telling your story well?
Do the team have the tools needed to get the job done? Are the case studies current? Do you have killer intro slides and Cap Stats? Does it look professional? Does it give off confidence? A few small changes can make all the difference.

What you'll gain

The Health Check is designed to give an high level S.W.O.T overview and is accompanied with practical advice on what could be easily changed to improve.

- **Identify friction within your sales and marketing processes**
- **Make recommendations on who, where and what needs support**
- **Prioritise quick wins to make a swift and positive impact**





What's involved and what are the outputs?

An opportunity to have the health of your sales and marketing efforts independently and expertly checked out.

What goes into the health check

- 1 on 1 interviews with key team members
- A review commercial process; from market clarity, product market fit, sales messaging and technique through to CRM usage and record keeping
- Assessment of collateral supporting the team's efforts

What comes out of the health check

- Interview transcripts
- A report with analysis of the commercial health of the business; people, processes and technologies
- Recommendations of where to act first

Fixed rate £2,750 plus VAT

What this will enable

The health check can bring you value in a number of ways.

Use this health check to:

- Get that overview picture of what is happening in the commercial team
- Pinpoint weak links in the prospect journey
- Gain an indication of potential training requirements
- Share with senior management to help inform future marketing budgeting
- Satisfy investors that the sales and marketing function in the business is sound
- Simply have confidence that what's in play is solid and gain some recommendations, small tweaks, to help up the pace even further



Testimonials





“Stuart’s understanding of the whole marketing / branding / sales process is comprehensive, but his strength lies in being able to apply this into real organisations. We’ve seen immediate results and couldn’t recommend him highly enough.”

Karl Davis, Managing Director, Empire Engineering

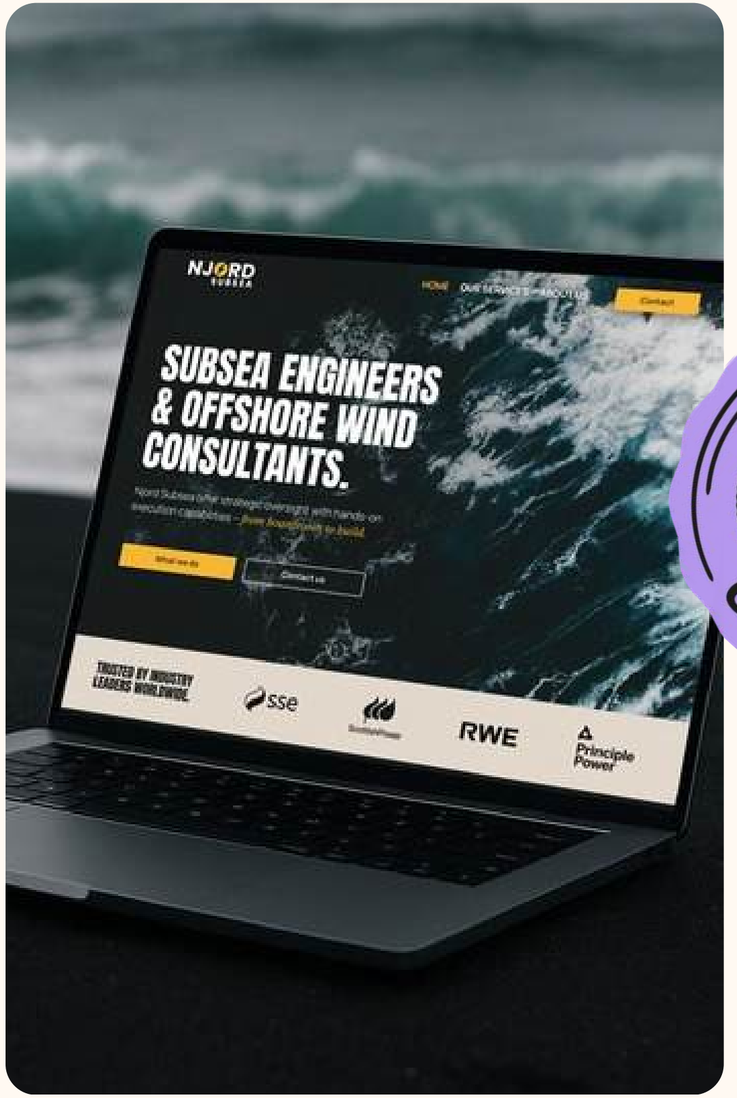




“Stu and his team at Make the Break are amazing. The boot camp plan helped us develop our business and helped our BD efforts in a single product.

As engineers we didn’t know what we needed and Stu helped us understanding the business before proposing a complete plan, not just selling a specific marketing service.”

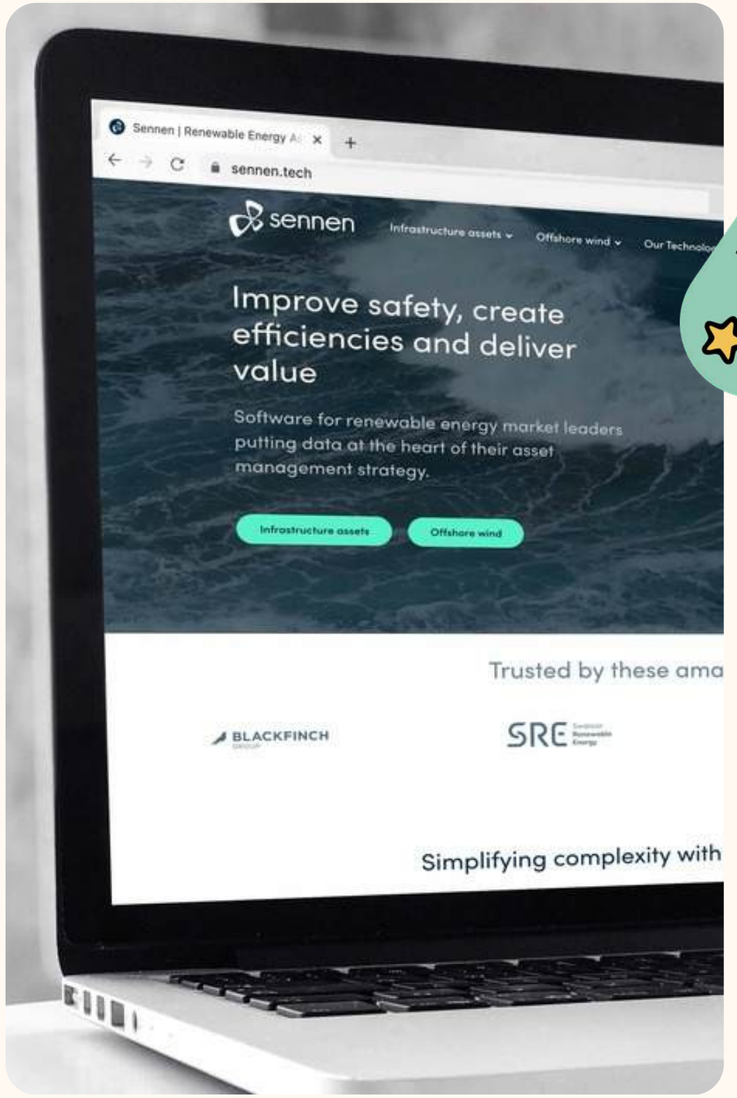
Andy Newman, Njord Subsea





“Stuart gives maketing support that is practical, effective and always on the money. Excellent.”

Gaby Amiel, CEO Sennen







Get started today
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makethebreak.co
hello@makethebreak.co

Our healthchecks have helped show our clients what's holding them back and given them straight forward recommendations that they can put into action immediately.

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Want to get ahead of the pack?

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