

New business development is crucial to the success of Osborne Business Advisors and its team of Preferred Service Providers. We understand the importance of this reciprocal relationship and will continuously work on lead generation via:

- Our community of Preferred Service Providers and their associated networks.
- Our sister community of [Osborne Interim Management](#) Principals and their networks.
- Virtual marketing through [osbornebusinessadvisors.com](http://osbornebusinessadvisors.com), [LinkedIn](#), [Facebook](#), [Twitter](#) and the Osborne Business Advisors [blog](#).
- Alliance partnerships we've established in Canada and abroad.
- Third party referrals and relationships that Osborne has developed with other professional service firms.
- Appropriate select networking events and industry exhibits.
- Earned media.
- Direct marketing.
- Development of a customer relationship management (CRM) strategy and system.