

# Mastering Business Development Workshop

**LEARN** the thinking, behavior and process needed to gather “human intelligence” to support...

## **Opportunity Identification & Qualification (OI&Q)<sup>i</sup><sub>SM</sub>**

...and how the OI&Q process is utilized to disqualify poor opportunities early.

This 3 day **Mastering Business Development**<sup>®</sup> workshop focuses on how to partner with clients and prospects to create trusted long-term partnerships .

Through skilled Socratic teaching techniques, instructors work with participants on acquiring the knowledge, thinking, skills and discipline required for proactive Business Development. This workshop introduces the MBD<sup>i</sup> Business Development Process<sup>®</sup> and how it incorporates and supports Opportunity Identification & Qualification (OI&Q)<sup>i</sup> based on intelligence gathering. Thru this interventionist training participants learn to change thinking & behavior, allowing them to successfully engage all levels of prospects.

*"I've been in business for more than 20 years and I've attended 12 different training programs. Without a doubt, the MBD<sup>i</sup> business development training is the best out there."*

VP Software, M3 Technology Group

### **Utilizing an intensive, interactive, team-learning approach participants learn:**

How to enhance your Opportunity Identification & Qualification process with Intelligence gathering.

How to use and refine Human Intel throughout the prospecting, qualifying and proposal processes.

The difference between strategic and organic Business Development, and the need for an Opportunity Identification & Qualification process based on Human Intelligence.

How to identify and disqualify unprofitable opportunities early before wasting bid and proposal funds.

The competencies necessary to become a successful Business Development professional, including the thinking, behavior, competencies and skills required.

What clients really “buy” when making sourcing decisions.

The responsibilities associated with the Organic “farming” role and how it relate to the overall Business Development process.

### **With completion of this workshop, you will:**

Emerge with a roadmap—a proven methodology—for creating and sustaining business partnerships and generating revenue for your organization.

Develop skills to gather Human Intelligence needed to truly understand who your customer is and why they buy.

*"This course equips the student to think effectively, to bond and position successfully ... to be different from a traditional sales person."*

VP Business Development, NCI Information Systems

**Next scheduled  
3-day workshop:  
December 7-9, 2010  
Charlotte, NC**

**For more information  
or to register  
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