



## **MBD<sup>insight</sup> #1**

**Homework Before the Call:  
first time, all the time  
always have a goal;  
activity is not accomplishment.**

Do your homework the first time and on every call. Focus it around the **Four Cornerstones** of Business Development. Pay special attention to people knowledge: what has changed about the individual and their situation, and what additional individuals should you be contacting to secure this business.

For the first call and every call - have a goal for the call. Know where you are in your system, where you are starting from and what you have to do to accomplish the goal. Remember, activity is not accomplishment. Know your questions, process, and objective on every call.

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