



## MBD<sup>insight</sup> #10

### The 3-Ps: Principles, Purpose and Process

Professionals in Business Development understand the interrelationship among principles, purpose and process. In your initial contact with potential clients, the first three things they want to know:

- 1) Are you a *principle-centered* individual? What are your *principles* for business and business relationships?
- 2) What is your *purpose* for contacting them?
- 3) What is your *process* for engaging them?

Be anchored in your principles, able to articulate your purpose and use a clearly defined process. Articulating your principles and your purpose should always precede the implementation of your Business Development Process.

The key to being in the top 3 %—the true Business Development Professional—is to make you, as your company's representative, more valuable in the transaction. *The key ingredient is you*, bringing your principles, your purpose in helping the client to resolve their issues and concerns and negotiating a comfortable win-win process. This position differentiates you from others in the marketplace, and it helps you differentiate your products and services from your competitors.

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