



MBD^{insight} #15

Master long-term thinking like a Business Person vs. Short-term thinking like a Sales Person

As we say in our workshops, the top 3%—the true professionals in Business Development—have learned how to think differently. Not only have they learned how to think like a professional Business Person, more importantly, they have learned the thinking and the ethos of a leader.

Thinking like a true Business Person involves a complete understanding of the twelve core competencies that are necessary to function as a Business Development professional. This way of thinking is substantially different than traditional sales thinking, because these individuals understand that first, it is about **who they are** as an individual and a leader with their principals, their values and their purpose.

Business Person thinking is also about **what they know**, which includes their technical knowledge, knowledge of their customers' business, how to help clients make money and an in-depth understanding of psychology and human behavior. The Business Person understands that it is much more than simply skills and systems, goals and plans. They have developed long-term “right brain” strategic thinking in addition to just the short-term “left brain” sales thinking. The true Business Person is well-balanced, mature, competent, and has long-term focus. They keep the end in mind, that of creating a long-term professional business relationship that transcends the short-term sale.

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