



MBD^{insight} #46

The Problem A Prospect Brings You Is Almost Never A Technical Problem

By nature, technical professionals are driven to solve problems. So, it's not surprising that many Business Development professionals focus their efforts on uncovering technical problems. Technical problems are, however, typically just intellectual concerns unless they are converted to more basic and *first person personal pain* situations. To be most effective, you must translate these technical problems into how they affect the business, how they affect the financials, and more critically, how the situations distress the individuals involved. Unless these second and third degree situations are addressed in your discussions, the purely technical issues you've uncovered have limited value.

Business Development professionals know and understand the technical solutions and capabilities their products and services provide from a technical solution perspective. Translating these technical features and benefits into “first-person personal pain” as they relate to people, business and money problems and learning how to focus on those issues are key to success in Business Development.

The Four Cornerstones of Business Development competency are **Technical, Business, Money and People Knowledge**. Knowledge alone is of limited value without the ability to apply that knowledge. Our challenge as Business Development professionals is to understand what problems we solve from the prospect's perspective, and how those problems affect them in *other than purely technical ways*.

[MBDⁱ announces first quarter 2007 BD workshops.](#)
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Founded in 1979, Mastering Business Development, Inc. (MBDⁱ) is an international Business Development consulting firm that offers an end-to-end suite of revenue generation services. We specialize in the design, development and tactical implementation of customized revenue generation processes. Services include: operational strategy and planning; tactical process refinement and integration; personnel search, selection, testing and placement; and Business Development process training at various levels.