



Mastering Business Development, Inc.

5 Tips for Becoming a Business Development Professional

These are steps that you can put into practice immediately to put you on the road to establishing “partnerships” with your customers.

- **Treat Business Development as a profession ... not a pastime.** Don't wait for the phone to ring. Be proactive and make the phone calls, set the appointments and see the prospects and customers. Make Business Development a first priority. Use “other” time to finish the paperwork, update the database and do research on the internet.
- **Stop talking ... and start listening.** That means leaving marketing materials behind, or at least out of sight. The less you take on the call with you, the less talking about it you'll do and the more information you will get. By asking the right questions about real business concerns, you will potentially uncover more opportunities over and above the programs or services your marketing literature boasts about.
- **Be externally focused... not internally focused.** Look outside your company's revenue goals to what's happening in your customer's world. Find out about their industry problems. Put yourself in their shoes and try to see their needs from their perspective. Make a point to know the full range of your company's capabilities, so you're aware of all the current or potential problems you can solve or prevent as the company's representative.
- **Think long-term ... not short-term.** Salespeople are often so focused on the short-term sale, they miss developing the long-term business relationship. Business Developers know and act in what's in their customer's long-term best interest ... even if it means foregoing a short-term sale. This is external-purpose based thinking. And it's what trust is built upon.
- **Think like a business person ... not a salesperson.** There is a significant difference. Develop the thinking to operate from the mental perspective of a business professional conducting business on a long-term, win-win basis, not just in a buy-sell situation. The professional in Business Development helps customers identify their concerns and then helps them to determine whether or not those problems require a solution, now or later. By moving beyond solving a client's problems to preventing them, you can, in effect, become an indispensable business partner.

Bill Scheessele is the President and CEO of Mastering Business Development, Inc., a 24 year old Business Development consulting and training company. MBDⁱ consults with firms in the power, nuclear, engineering, pharma, IT, and other technical service industries helping them build proactive Business Development teams

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