



YOUR QUESTIONS ANSWERED UP FRONT

Frequently Asked Questions:

Why hire an MBDⁱ speaker?

MBDⁱ speakers are not only subject matter experts on leadership in business development and revenue generation, they are also industry experts in the fields of engineering, science, government services and research. More specifically, they understand the special needs of professional services firms, large and small, and the people who are responsible for generating revenue for products and services involving “intellectual capital”.

MBDⁱ speakers command attention on the platform even with the toughest audiences. They are credible, powerful, and effective speakers. It is MBDⁱ's policy that no one leaves the room without a lasting “take away”. And that translates into success for you.

MBDⁱ speakers have expertise in which industries?

Consulting Engineering, Scientific R&D, Biotech/Pharma, Utility, Nuclear, Aerospace, Environmental, Defense, Government Services, Economic Development, Advanced Information Technology

What qualifies MBDⁱ speakers as both subject matter and industry experts?

Because the nature of your audience is unique and requires specialized knowledge along with the highest degree of integrity, each of our professional speakers has an extensive background in at least one of the industries listed above. Our well-respected speakers come with an average of 30+ years of proven leadership experience in revenue generation from leading Fortune 200 companies in the areas of engineering, science, and/or research. Many are former senior-level executives and military leaders who currently retain top security clearance privileges. Like members of your audience, our speakers have been responsible for generating billions of dollars of revenue per year.

Your experts may have topic knowledge and experience, but are they effective on the platform?

Yes. In addition to being both subject-matter AND industry experts, all of our speakers have extensive platform experience in front of large audiences. Our key speakers are also Certified Speaking Professionals (CSP), the highest designation awarded to professional speakers by NSA, the National Speakers Association. Only 3% of all speakers nationwide have earned this coveted designation with key MBDⁱ speakers being part of this elite group.



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Do you have specific topics on which you speak?

Yes. Based on years of programs delivered around the globe, MBDⁱ has developed three **Signature Program Series** with each individual series offering multiple topics from which to choose. These topics were selected as the best and most effective programs delivered over the past 30 years based on audience feedback.

MBD ⁱ Signature Program Series		
Series I	Series II	Series III
Business Development Leadership: <i>Secrets of the Top 3%</i>	Winning Conversations: <i>Mastering the Art of Business Development</i>	Guaranteeing Revenue Results: <i>Transforming Your Team into a Revenue Generating Machine</i>
Topics:	Topics:	Topics:
Purpose Drive Relationships: <i>How to Generate Immediate Revenue by Developing Long-term Relationships</i>	Do You Have What It Takes? <i>The 12 Necessary Competencies of Professionals in Business Development</i>	Stop Recycling Your Sales People: <i>How to Find, Recruit & Hire True Business Development Professionals</i>
Character & Ethics in Business Development: <i>How to Use What You Got to Build Trust & Earn Respect</i>	Why People Really Buy: <i>The Psychology of First Cause</i>	Coaching the Mental Discipline of Business Development Success: <i>Aligning goals, plans, principles, values & purpose</i>
Mind Your P's...The 3 P's of Business Development: <i>Principles, Purpose & Process</i>	When Winging It Doesn't Work Anymore: <i>The Seven Critical Steps in Every Successful Business Development Process</i>	Topics listed here don't match your needs? <i>Contact us for customized topics ideas.</i>

Are you able to customize a program for us?

Yes. We even provide you with the tools to extrapolate the necessary information needed to make your customized program the best it can be. Our goal is to make the customization process easy, deliver a customized program that strongly resonates with your special audience, and ultimately reflects well on you!

Do you offer promotional assistance?

Yes. Unlike working with many other specialized speakers, one of the benefits of working with MBDⁱ is our "Exponential Value" assistance. Our "Exponential Value" assistance is provided to you at no charge for pre-event, day-of-event, and even post-event promotional activities. Various "Exponential Value" assistance

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includes: welcome letters, newsletter articles, hotlinks, speaker introductions, interviews, help with gaining media coverage, one-on-one coaching for special guests, white papers, and more! For a list of all services we provide you at no charge with our "Exponential Value" assistance, contact us and request details of our "Exponential Value" assistance or find more information online at www.mbdi.com.

What are your typical fees?

MBDⁱ speaker fees typically range from \$7,500 to \$10,000 depending on multiple factors. For a specific quote, please contact us to discuss your needs and we will provide you with a firm number within 24 hours of your call.

Do you ever waive your fee?

Yes. MBDⁱ speakers waive their fees for a pre-determined number of programs each year with certain restrictions applying. To be considered, please contact us for additional information. Expenses, however, are not waived when the program is located outside the Charlotte, NC metro area, except for the rarest of occasions.

When are your fees due?

Fifty percent (50%) of the full speaking fee is expected at the time of booking with the remaining 50% required four (4) weeks prior to the event.

Do you have a cancellation policy?

Yes. Because we incur substantial costs related to the booking, we require your cancellation be in writing with associated cancellation fees incurred according to the following schedule:

Date when Written Cancellation Notice is Received by MBD ⁱ	% of Speaking Fee Due
Up to 8 weeks prior event	25%
4-6 weeks prior to event	50%
Less than 4 weeks to the event	100%

Please note, consideration may be given in reducing or eliminating these fees dependent upon an acceptable rescheduling of a future booking for your group, MBDⁱ's choice.



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Are you available for other services during the event?

Yes. In fact, we encourage you to take advantage of our speaker's presence. Every attempt will be made to accommodate your requests. We will even consult you on ways our speaker can assist you in making your event the best it can be. Keep in mind, our speakers have very busy schedules and accommodation to your requests will be based on availability and schedules.

What kind of audio-visual and other equipment do you require?

MBDⁱ will provide you with a detailed audio-visual equipment request and discuss this with you prior to the event. In addition to a great audience, our speakers typically need an LCD projector and screen, a Lavalier microphone (preferably wireless), an audio connection to connect to his or her PC, and if available, a CD player and/or music stand. That's it!

What style room set-up do you prefer?

Our speakers are dynamic and like to walk around inviting members of the audience to actively participate. Therefore, preference is for crescent rounds with a music stand in front. We ask that there be sufficient space between the tables for which to walk. These preferences will be discussed with you in detail prior to your event so that the room layout works best for everyone: your audience, our speaker, and you!

If I have other questions, how do I reach you?

Our greatest desire is for your event to run smoothly with no unnecessary bumps along the way. If you have any additional questions, please do not hesitate to contact us at 1-800-553-7944 (just ask for the speech department) or email us at info@mbdi.com. We're here so your job is easier and in the end, you look good!