



MBD^{insight} #19

Your meter is always running. It's always a business relationship.

People in business development frequently have problems separating business from personal relationships. They think if they develop a personal relationship with a prospect or client, it will enhance their ability to develop business. Unfortunately, once you develop a personal relationship you lose perspective. You begin to see things from a personal perspective rather than a business perspective. Remember: *Be professionally involved but emotionally detached.*

If you are more interested in maintaining personal relationships instead of serving their needs and solving their problems, you lose that professional objective/perspective and you cease to be of value to your clients. Prospects or clients deserve the courtesy of being able to honestly evaluate you on a professional business basis. They should not be encumbered by personal situations or personal involvement with you. There is nothing wrong with being involved with your clients in a business-social relationship ... because there is no obligation beyond solving their problems on a win-win financial basis. Be careful of crossing that fine line from business to personal. You are always on stage with your prospect.

If you don't know you're on stage ... you're on stage.

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