



MBD^{insight} #2

Homework Before the Call: Conceptually – Stay outside your comfort zone.

Use your homework prior to every call to stretch yourself conceptually and mechanically. Find out what you don't know about your client's business. How do they really make money? Who are the individuals in the company you need to force yourself to ask about? Who should you be gathering information from that you are reluctant to engage in an interview?

Stretch your thinking in your homework prior to every call. Use it to stretch your results from the call.

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