



MBD^{insight} #24

Be Professionally Involved and Emotionally Detached.

This is one of our favorite insights, because it describes best the state of mind you need to embrace in order to be successful in the role of Business Development.

In the *Mastering Business Development*[®] workshops, we realize that our emotional ego state and its vulnerability are inherent limitations in the role of Business Development. Prospects and clients do not care about you or your emotions. The role of Business Development is not one in which to get your emotional needs met. Consequently, in order to be successful in the role, you must stay emotionally detached and proactive in the evaluation of the issues concerning whether or not you can really be of service in solving prospect/client problems.

To achieve success in Business Development, it is essential to be professionally involved with a process that forces you to quickly determine whether or not your prospect qualifies for further involvement. And, using this discovery process, whether or not you can develop a long term positive business relationship. The best example of being professionally involved and emotionally detached is the triage position in emergency medical situations. In these critical scenarios, evaluations have to be made, decisions given and actions taken. Triage professionals are not in any way devoid of emotion. However, they have learned that to do the best for their patients/clients, they must maintain total professional objectivity.

***Your ability to stay professionally involved but emotionally detached
serves both you and your client.***

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5935 Carnegie Blvd. Charlotte, NC 28209
704.553.0000 Fax 704.553.0001 www.mbd.com



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