



## MBD<sup>insight</sup> #3

### **Know that you have value in the relationship**

The distinguishing factor in many business development situations is you as an individual. Know yourself, your principals, your purpose, your values and your ethics. Have confidence in your process. Realize that you bring immeasurable value to the relationship. Your purpose ... determining what the client needs and helping them get it, whether or not they obtain it from you ... differentiates your company, your services, and your relationships from those of your competitors.

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