



MBD^{insight} #30

If you sense it or feel it, say it tactfully.

Certain experiences engender certain feelings in us. Business Development professionals are able to recognize these feelings, know when they happen, understand the trigger causing the feeling, recognize and own the feeling, and deal with it in a mature and appropriate manner.

During a conversation with a prospect, if you sense something is incorrect, feel you are being misled or denied information, or are being diminished in your dealings with the prospect in any way, trust your feelings. First, look for and understand the trigger, then learn to skillfully, tactfully and professionally express your feelings in a manner which forces you and the individual to confront what has been communicated. If you sense it and feel it, but discount or deny it, you may miss opportunities, lose credibility and eventually suffer *afterburn*. Afterburn occurs when a past event continues to affect your behavior. When you realize that something did not make sense and you did not confront or challenge it in a professional way, there is a chance the real problem or pain will go undetected and unresolved.

Too many of our graduates mistakenly take the principle of removing all feeling from the business development role literally. Professionals first and foremost know themselves and take ownership of their feelings. By doing so, they are comfortable in challenging and confronting prospects in what they say or do in a manner that is ultimately beneficial for both parties.

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