



MBD^{insight} #33

Bad business is worse than no business.

One aspect a Business Development Professional learns over time is the cost of bad business. Early in our careers, we are so anxious for business that we fail to establish relationship guidelines resulting in bad business relationships. This failure to set the rules and to evaluate the actual cost of a bad, long term business relationship leads to trouble. If lucky, we generate some revenue, some commission and perhaps some profit all the while rationalizing that we have business. Unfortunately, the full cost of bad business is never calculated. We remain in a dependent state of mind believing what we have is all we deserve and this makes us vulnerable to taking on additional bad business.

As we gain experience in our careers, we begin to develop some positive, long-term, professional business relationships beneficial to both parties. These relationships are based on mutual respect and professionalism, where both parties help each other as well as those beyond the immediate relationship. By comparing these relationships to ones earlier in our career, we realize that bad business really is worse than no business at all. Bad business is often allowed to hold us back. We take comfort in believing we have business, however it's not the kind of business that makes us successful! It was once said, "If you didn't have any business, you would know that and you would work to find some." It's time to review your business, get rid of the bad business and become excited about finding the good!

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