



MBD^{insight} #34

No one will ever get mad at you for doing something they give you permission to do.

We present this insight in our Executive Workshop and are always surprised by the number of participants that remark, “Why didn't I think of that earlier?”

A Business Development Professional learns to be forthright with their prospects and clients. Early in the relationship, they convey what they are aiming to accomplish, they ask for permission and then follow through with their plan. What many of us fail to understand is that we are able to take the initiative in a business relationship. In fact, we can drive the agenda, but only if we get the other party's permission upfront. This is the most basic of the Rules, Rights and Responsibilities. You simply ask permission for what you want to do! This must be conveyed in a professional, tactful and confident manner. Remember, you are asking for permission to ask questions, to be forthright, to discuss money, to understand the decision making process and to explore the real problems!

The first challenge of a Business Development Professional is to know what they aim to accomplish on the call, and then ask for permission to proceed. By seeking your client's permission to ask questions, it will be easier to follow your plan to a successful and prosperous relationship.

Copyright 2006. All rights reserved. Mastering Business Development, Inc.
5935 Carnegie Blvd. Charlotte, NC 28209
704.553.0000 Fax 704.553.0001 www.mbd.com



Founded in 1979, Mastering Business Development, Inc. (MBDⁱ) is an international Business Development consulting firm that offers an end-to-end suite of revenue generation services targeting Fortune 200 and midsize firms primarily in the engineering, scientific, and research related industries. We specialize in the design, development and tactical implementation of customized revenue generation processes. Our Business Development services include: operational strategy and planning; tactical process refinement and integration; personnel search, selection, testing and placement; and Business Development process training at various levels.