



MBD^{insight} #37

Good Matters Get Better, Bad Matters Get Worse.

More often than not in Business Development, the relationships that get off to a good start, where bonding, trust, respect and the rules of working together are established, lead to long term multi-year beneficial Business Development relationships. Business relationships that start without clearly establishing the rules often develop into challenging situations that tend to have an underlying degree of uncertainty or lack of anchor. They seldom blossom into the type of long-term relationships that can benefit both organizations.

Our experience coaching professionals in their Business Development relationships indicates that if the relationship starts well, the work, effort, and resources invested in it will almost always yield a positive return. This is true whether executing a single Business Development process or looking at a long-term relationship. Situations that start off on the wrong foot, awkwardly and incompletely, inevitably get worse over time. At best, the additional effort invested in these marginal relationships seldom return more than average results. Take any situation you encounter and scale it on a level of 0 to 10. If a situation starts at a level 6 or above, it can turn out to be outstanding if worked hard. When a relationship starts at a 2, 3 or 4, the best result you will ever get with a considerable amount of effort is a 6, 7 or 8.

Good matters indeed get better, bad matters inevitably get worse.

Interested in learning how MBDⁱ can assist you with Consulting, Placement or Training.

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