



MBDⁱ insight #38

Your Prospect Needs To Be Working As Hard To Buy As You Are To Sell.

One of the basic rules of psychology states "If you are working harder to help someone than they are working to help themselves, you are in fact the problem." When applying this to the Business Development role, it becomes apparent that too many traditional sales people are working much harder to sell something than the prospect is working to buy it.

In a balanced relationship, it is incumbent upon the prospect to acknowledge both to themselves and the Business Development professional their problem, their awareness of the problem, and their desire to solve it. The willingness to identify, quantify and detail the scope and depth of their problem is the responsibility of the prospect. It is the Business Development professional's responsibility to ask insightful questions regarding the situation that enlists thought, reflective evaluation, and motivation to act. A Business Development professional comfortably and inquisitively engages the prospect in Socratic questioning, allowing the individual to discover and focus on the actual problem, acknowledge the scope of it and become motivated to act to solve it. The Business Development professional simply facilitates the process wherein they allow the prospect to seek a solution to their problem, whether they provide it or not.

It is through this reflective dialogue that trust and understanding is established, the scope of the problem is understood by both parties, and a partnership is established to seek the solution. The prospect is indeed working just as hard getting their problem solved as the Business Development professional is with the solution.

MBDⁱ Consulting, Placement & Training - [See what can take you to the next level](#)

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