



MBD^{insight} #4

Know Your Value: Your Purpose Statement

Leadership in Business Development is about character. Being a leader, rising to the top 3% in your profession, is anchored on your principles, ethics and values. Your purpose ... what you do for other people ... evolves out of these principles, ethics and values.

The purpose of a professional in Business Development is to help prospects or clients identify their issues or concerns and help them find a way to solve them, whether or not they purchase from you. Your purpose is what adds intrinsic value to the relationship. Your character and principles are measured in every contact early on, through your purpose statement. How well you clearly articulate your purpose is a reflection on you as a professional and a leader in Business Development.

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.