



MBD^{insight} #40

A Good Business Development System Forces You to Get No's Early and Often

Many traditional sales systems are feature and benefit based and push oriented. These systems attempt to convince prospects that they need products or services. These processes are based on the premise that if there is a need, then based on that need, prospects should say "yes" by acknowledging their need and buying the product or service. Very few, if any, Business Development systems operate from the premise that people buy for "their reasons" and never yours; and just because you have it, doesn't mean they need it!

A good Business Development system disqualifies unqualified individuals early and often. A valuable, efficient and effective process values "no's" highly and is setup to disqualify individuals early if there are no problems that can be solved, if there is no budget, or if the individuals are not prepared to invest funds to solve the problems. Getting "no's" early and often, valuing the "no's", and understanding that by successfully disqualifying unqualified situations quickly, you are then free to invest your time dealing with valuable prospects who need and willing to purchase your products or services.

Learn the value of "no's". Learn and encourage your prospects to legitimately disqualify themselves early thus saving both time and needless effort in determining whether or not you can be of value to each other.

The MBDⁱ Business Development Process® ...

Learn why getting a No may be better than pushing for Yes!

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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.