



MBDⁱ



The background features a composite image. The top left shows silhouettes of business professionals in a modern office with large windows. The top right shows a woman working at a computer workstation with multiple monitors. The bottom half of the image is dominated by a view of the Earth from space, with a grid pattern overlaid on the globe. The overall color palette is blue and orange.

**BECOME A MASTER OF
BUSINESS
DEVELOPMENT**

Through the
Mastering Business Development[®]
Executive Education Workshop

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Mastering Business Development®

WHAT YOUR BUSINESS WILL GAIN

MBDⁱ transforms business development professionals into exceptional business development leaders by focusing on culture, skills and behaviors that deliver results and long-lasting success.

Our **proprietary methodologies** cultivate a proactive BD culture whereby building customer intimacy is emphasized to deliver desired results:

- higher quality pipeline opportunities
- streamlined BD processes
- highly skilled, competent BD personnel

Our **depth of understanding** of your business and unique BD challenges in today's market is attributed to serving customers in turbulent and complex markets for over 40 years.

MBDⁱ has **instilled and leveraged best practices** of many of the world's leading organizations to deliver exceptional results.



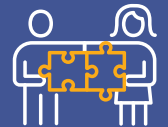
INTERACTIVE



PARTICIPANT
CENTERED



IMMERSIVE



ROLE PLAY

FOCUS ON:

THINKING | PROCESS | DISCIPLINE

WHAT YOUR TEAM WILL GAIN:

- Critical Thinking
- Understanding HUMINT® (Human Intelligence)
- Learn to Engage – and Win – BEFORE the RFP Process
- Uncover Any Issues & Limitations
- Understand Your Prospect's Mindset and Motivations Through Behavioral Psychology
- Learn to Identify and Disqualify Bad Opportunities to Save Time & Resources

PRICE PER SEAT: \$3,495 (AVAILABLE FOR ONSITE OR VIRTUAL TRAINING)

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WHAT OUR GRADUATES ARE SAYING

“ Mastering Business Development™ has enlightened me to the conceptual as well as the mechanical aspects of BD, and also on the difference between BD and Sales. My objective for attending has been met and exceeded.”

– Mike Hucks

Director, Non-intrusive Inspection, Smiths Detection

“ In the increasingly competitive landscape we foresee, mastery of the art of business development is essential in achieving growth. The training we received from MBDⁱ has been instrumental in shaping our business developers into a high-performing team to make that growth possible.”

– Charles Rash

VP Operations, Potomac River Group, LLC

“ MBDⁱ training changed my entire approach to Business Development, and the results have been tangible and significant. I recommend it for everyone who wants to be successful in Business Development.”

– Steve Adragna

Senior VP & General Manager, Arcanum Global

ABOUT THE INSTRUCTOR



Paul Bill (PRIMARY INSTRUCTOR)

Paul is an experienced Marketing and Business Development executive with a mission to help organizations revitalize and build revenue growth. As Vice President/Executive Trainer at MBDⁱ, Paul draws on his decades of National Security, Defense, Energy and Engineering Scientific industry experience when assisting clients in finding, understanding, and capitalizing on all types of revenue growth opportunities.



Carla Caputo-Searcy (SECONDARY INSTRUCTOR)

Carla is a high-energy, results-driven Aerospace and Defense executive with over 20 years of experience in Business Development, corporate planning/restructuring, strategic alliances, inorganic growth initiatives (M&A), and precision manufacturing. With MBDⁱ, Carla serves as a Senior Consultant assisting clients in growing revenue through effective BD strategy, planning, process implementation, and operations.