Winning Conversations: The Art of Mastering Business Development

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NDIA

Mastering Business Development, Inc.
The 4 Challenges to Building & Leading a Strategic Business Development Organization

1. Assessing Operational & Tactical BD Plans
2. Personnel & Organizational Assessment Realignment with Leadership Evaluation
The 4 Challenges to Building & Leading a Strategic Business Development Organization

3. BD Process Design & Implementation with Operations Support

4. Professional Development Curriculum Design & Implementation
Profile of Business Development Leaders

- They are the Top 3% in Their Profession
- Have Learned to Think Differently
- Understand Conceptual vs. Mechanical Challenges
- Study and Apply the Principles of Leadership
Two Types of Revenue Generators

Strategic Growth
- Business Development
  - "Hunter"

Organic Growth
- Business Development
  - "Farmer"
Being
Who We Are as an Individual

Knowing
What We Know and Can Apply

Doing
What We Are Capable of Doing
The 12 Competencies of Business Development

Be
- Principles/Values
- Mission
- Business
- Purpose
- Roles

Know
- Technical

Do
- Goals
- Plans
- Money
- Systems
- Skills

People
BDi provides business development resources to organizations that offer intellectual capital as their product.
MBDi Core Competencies

Organizations

- Assessment, Evaluation & Sourcing of Business Development Leaders
- Building & Implementing Strategic & Tactical BD Plans
- Designing, Building & Implementing BD Processes for Strategic & Organic Revenue Growth

Education & Professional Development of Business Development Professionals
Thank You for Your Participation.

For Assistance with Your BD Challenges,
Please Contact Us!

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