

Tennessee Valley Federal Small Business Programs Conference & Exhibition

Sell - Be Sold - or Be Gone Business Development in the New Economy

William B. Scheessele,
CEO/President, MBDⁱ



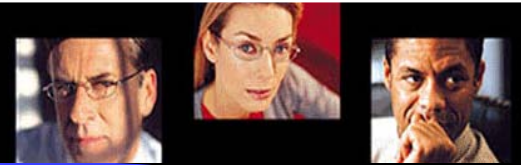
What is Business Development?

- Strategic / Operational / Tactical
- The Rule of Three
- Three Audiences



i

Mastering Business
Development, Inc.



The Three Audiences

- Department - Agency & Business Development
- Large Business/Prime & Business Development
- Small Business & Business Development



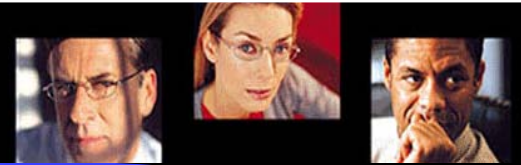
Business Development and the New Economy

- The Thinking, Behavior and Process of Business Development that got us where we are won't get us where we want to get to
- Everybody wants change they just don't want to be changed



i

Mastering Business
Development, Inc.



Business Development and the New Economy

Fundamental Rule of Change:

When the pain of change
is less than the pain
you are in,

... YOU WILL CHANGE



Three Rules for the Small Business in the New Economy

- Sell – Be Sold – or Be Gone
- Make pay every Friday \$
- “He who rides the tiger cannot dismount ...”



Thinking Drives Behavior and Behavior Drives Revenue Results

- The Dependent / Reactive mindset & Business Development Process

versus

- The Independent / Proactive mindset & Proactive Business Development Process



Large Agency / Prime Medium Business or Small Firm

Strategic / Operational / Tactical BD
challenges fall into three areas:

- Plans

- People

- Process



Business Development & Review Generation Assessment

- “SMART” operational & tactical BD plans
- Personnel assessment & leadership evaluation



Business Development & Review Generation Assessment

- Proactive BD process with early **OI & QSM**
 - Hunting/Strategic • Farming/Organic
- Education & professional development of direct and indirect BD personnel



The People & Leadership Side of Business Development

- Top 3% in their profession
- Learn to think differently
- Understand conceptual vs. mechanical challenges
- Study and apply the Principles of Leadership



Leadership & Business Development

Being

Who we are as an individual

Knowing

What we know and can apply

Doing

What we are capable of doing

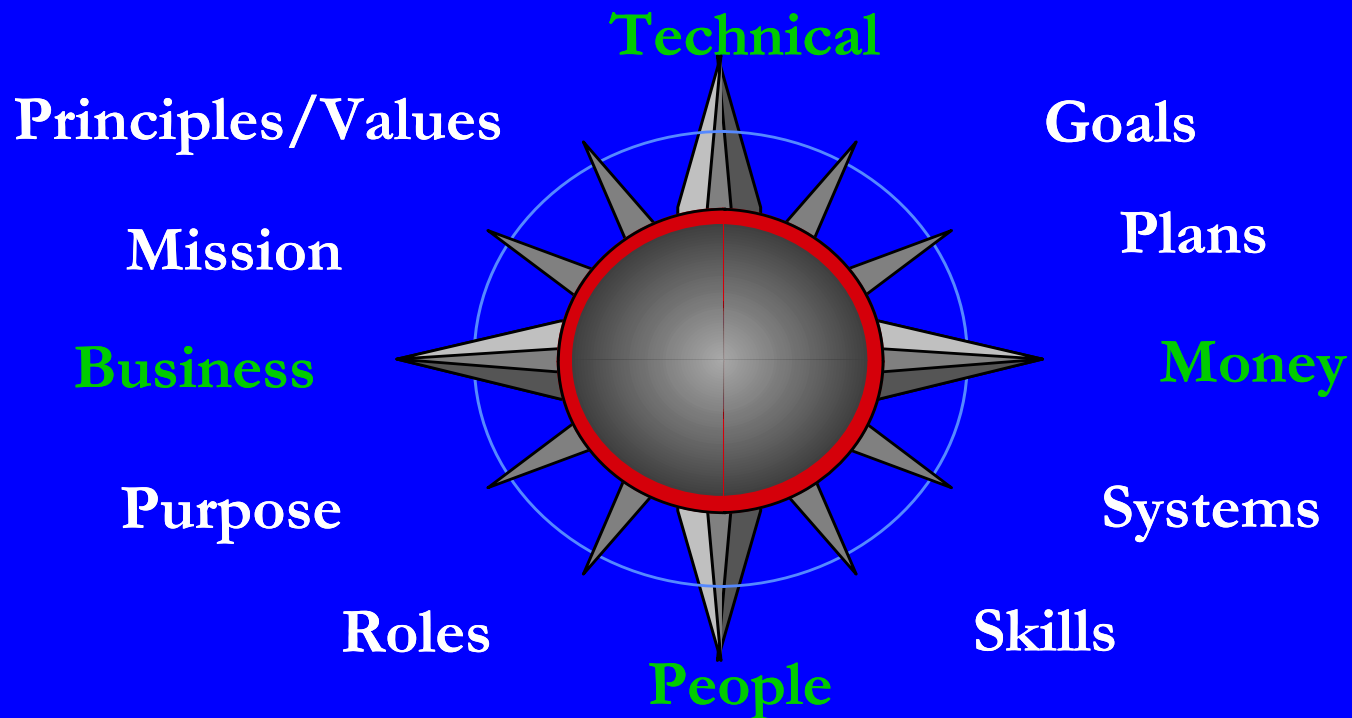


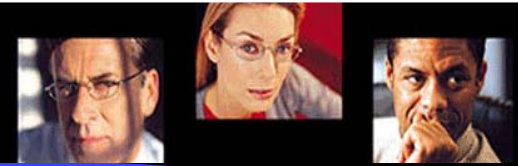
The 12 Competencies of Business Development

Be

Know

Do





Two Types of Revenue Generators

Strategic Growth

**Business
Development
“Hunter”**

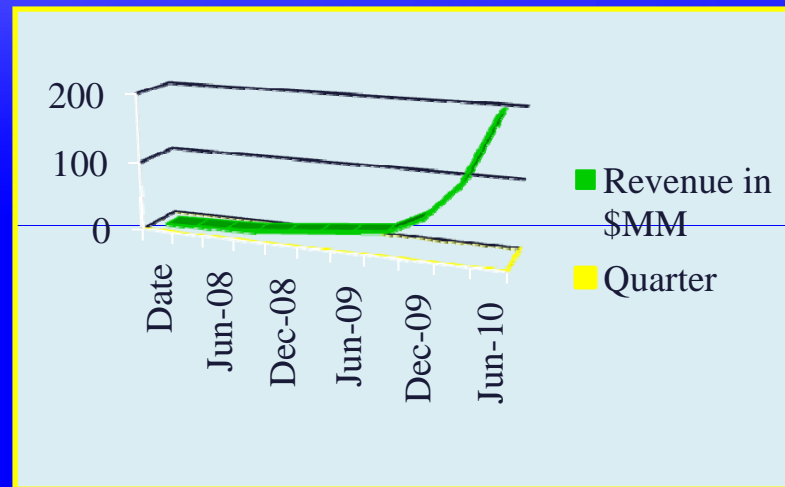


Organic Growth

**Business
Development
“Farmer”**



Three Types of BD Leaders



- Merger & turn-around specialists
- Build your team & drive revenue leader
- Run your BD organization leader



The Process & Skill Side of BD

(OI&Q)^{HI}

- What is an Opportunity, Identification & Qualification process based on Human Intel?
- How does (OI&Q)^{HI} fit into your overall BD process??
- The process, skills, thinking & discipline of early (OI&Q)^{HI}



Discussions • Questions • Decisions

How do the following contribute to challenges *you* face in BD and revenue growth?

- Strategy
- Culture
- Capabilities
- Personnel
- (OI&Q)^{HI} Process
- Leadership

What are your priorities to address these challenges?



Thank you for the opportunity
to speak to you today



We look forward to seeing you at the
BD Training Workshop
Annapolis, MD
August 4-5

704.553.0000



www.mbd.com