



Mastering Business
Development, Inc.



NDIA
*5th Annual National
Small Business Conference*



Winning Conversations:

*the Art of
Mastering [^] Business
Development*

*William B. Scheessele,
CEO/President, MBDⁱ*



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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



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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



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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



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Two Types of Revenue Generators

Strategic Growth

*Business
Development
“Hunter”*



Organic Growth

*Business
Development
“Farmer”*



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Leadership & Business Development

Being

Who We Are as an Individual

Knowing

What We Know and Can Apply

Doing

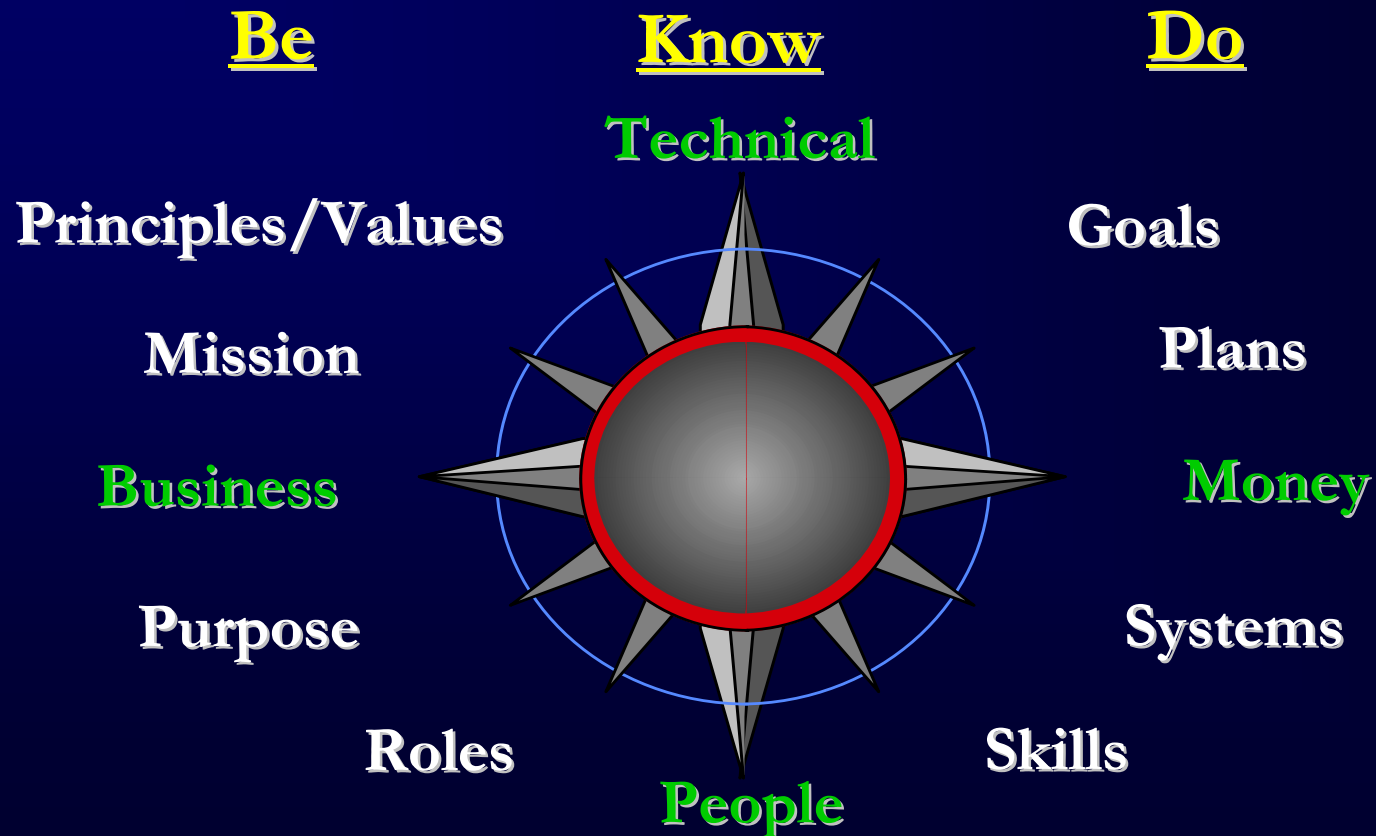
What We Are Capable of Doing



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The 12 Competencies of Business Development





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BDⁱ Provides Business Development Resources to Organizations that Offer Intellectual Capital as their Product.



ITT

Engineered for life



LOCKHEED MARTIN
We never forget who we're working for™





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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
- Identifying, Recruiting & Developing Business Development



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*Thank You for Your Participation.
For Assistance with Your BD Challenges,
Please Contact Us!*



Call: 704 553 0000

Email: info@mbdi.com

Website: www.mbdi.com

