

# Five Truths and Business Development Best Practices

**Cheat Sheet: Business Development | A 3Q Perspective**  
**(Including over 400 bonus business links)**

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The imperative to hone your ability to communicate and sell your ideas, your products, your services/organization is more than the litmus test of sales people and those involved in business development. We are living in a whole new world and marketplace where the

**ability to communicate and get buy in is critical.**

**Here are some business development truths and best practices for people who want to improve results by building their 3Q Edge™ as it relates to sales and business development:**

- Q1) Improved focus, creative and strategic thinking**
- Q2) Emotional mastery, relationship building, communication influence/buy-in**
- Q3) Integrity of purpose, communication and execution.**

**Truth #1: It is all about THEM.**

**Best Practice #1: Refocus. ASK Questions that demonstrate your interest and allow the prospect to talk about the challenges YOU will then demonstrate you can**

**Truth # 2: Good business is built on trust; trust is built by developing good relationships.**

**Best Practice #2: Empower your confidence, so you can empower their confidence and engage them in a win-win relationship.**

**Truth # 3: Focus on benefits, not features. Your prospect does not want to hear how great you are, they want to know that you care, understand and can solve their problem/pain point.**

**Best Practice #3:**

**Communicate Effectively. Learn how to open the ears of your prospect; speak their language and make sure they understand your message and your commitment to helping them solve their challenges.**

**Truth # 4: You cannot light a fire with wet wood.**

**Emotional buy-in is critical. Demonstrate that you understand and care before you back up how you can help solve their challenges with facts/logic/data.**

**Best practice #4: Hone your ability to understand, empathize and connect with your prospect. Great salesmanship is demands emotional intelligence.**

**Truth # 5: Success means creating value for others; a**

**3Q equation that demands**

**Q1) Focus, strategic and creative thinking**

**Q2) Emotional intelligence, communication skills**

**Q3) Integrity of purpose, communication and execution**

**Best Practice #5: Harvest your best results by having:**

**1. A goal.**

**2. A commitment to listen, observe, understand and meet the needs of others.**

**3. A process to prospect, monitor and follow up.**

**Business development is a 3Q Equation that can be achieved with REACH™-5 simple, powerful steps that form the basis for 3Q coaching, and can help you adapt, grow and build new skills and strengths!**

**Redirect focus (prime your brain for success)**

**Empower confidence (build engagement)**

**Communicate Effectively (trust and rapport)**

**Actualize (sales + relationship**

potential)

Harvest Results (and re-harvest)

**More on Business Development? YOU  
Betcha. Here come the bonus links!**

- **The NEW Rules of Business Success**
- **The DNA of Business Success in  
Disruptive Times**
- **Best Practice Business**
- **Business Plan Basics and 5 Biz Links**
- **Business and Sales Development at the  
Speed of Change**
- **Are YOU Leaving Business on the Table**
- **Business at the Speed of Now-Great  
Read Book Excerpt and Review**
- **Business at the Speed of Change-300+  
Infographics and Articles**

***Anything else? YES. Our new website and blog  
will debut soon!***

***Featuring expanded collaborators, programs and  
services for individuals, organizations and  
emerging leaders. Stay Tuned!***

Are you ready to find a new way, a better and faster way to

build strong leadership, communication influence and career success at the speed of change/challenges? We are here to help!



**Irene Becker, Chief Success Officer**  
**Just Coach It-The 3Q Edge™ | (IQ-EQ-SQ)**  
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