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## BUSINESS DEVELOPMENT (BD) HABITS FOR SUCCESS

1

### IMPRESS

Your clients with exceptional service and a few unexpected value-adds.

2

### INFORM

Your clients about other organization-wide offerings and capabilities.

3

### INCREASE

The depth and breadth of your client relationships to your organization.

4

### IMPROVE

And leverage the varied BD skills of all your teammates.

5

### INQUIRE

About the needs of clients and future clients alike.

6

### INTEGRATE

A BD activity into your calendar every single day.

7

### INITIATE

Know how to ask for the business – and do it!