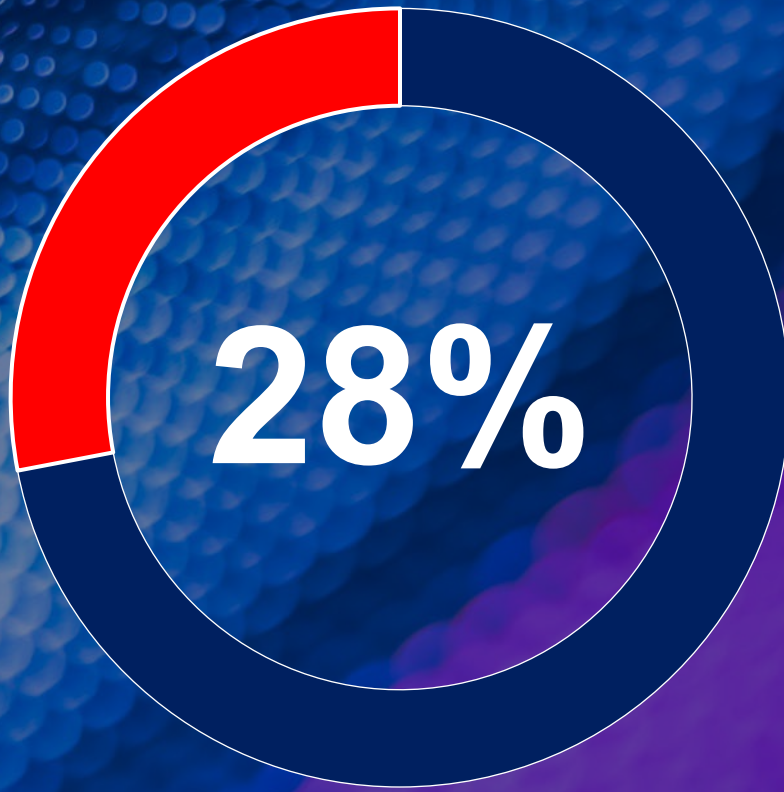
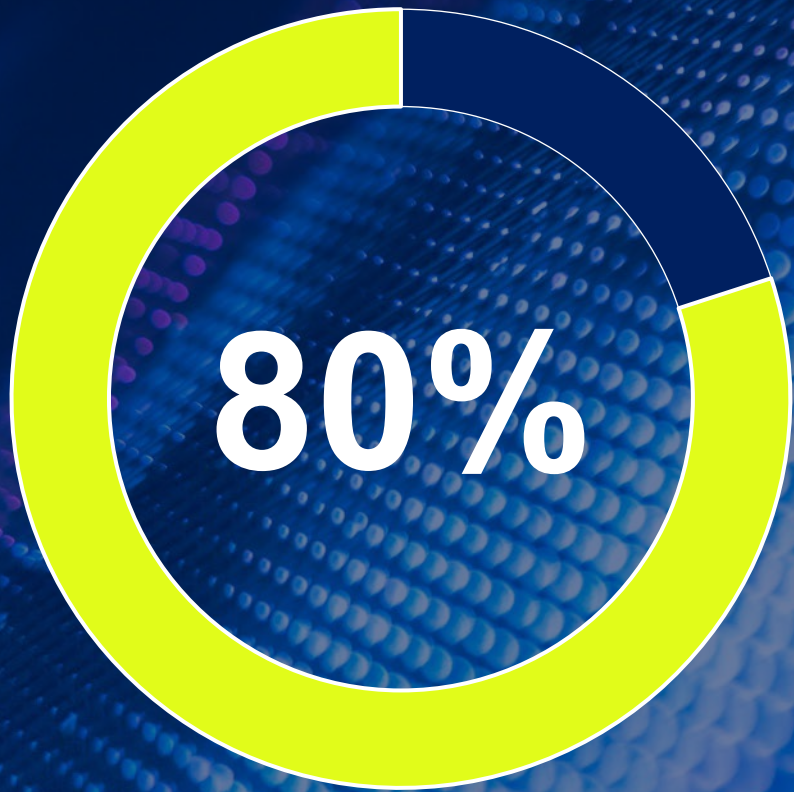




Cultivating a business development mindset

Jeff Benveniste
Global Edge

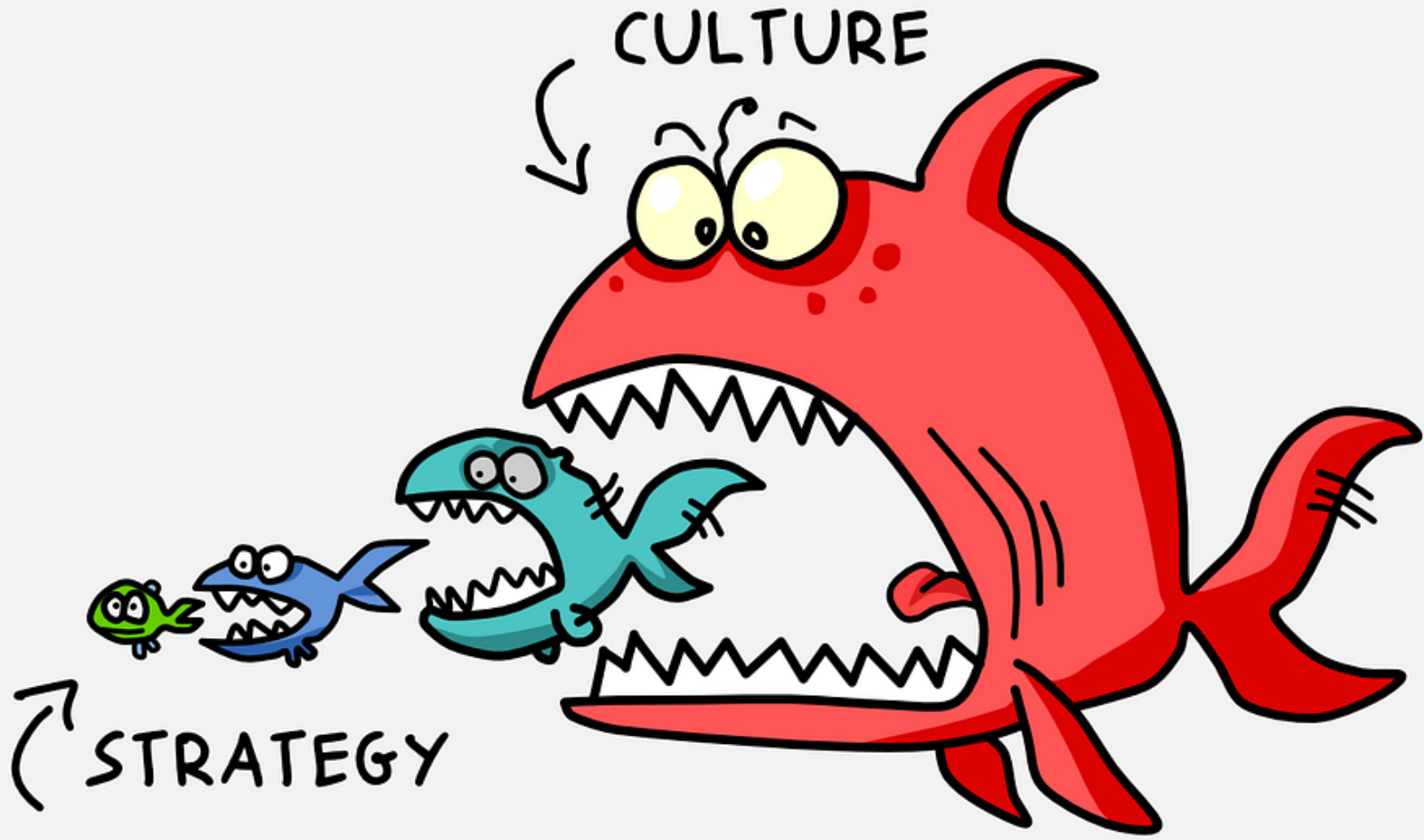






My experience







Cultivating a business development mindset





**“Whether you think you
can, or think you can’t...
you’re right.”**

Henry Ford



FIXED MINDSET



Unchangeable aptitude

Avoid challenges

Avoid failure

Give up easily

GROWTH MINDSET



Analyze mistake

Accept challenges

Ability to learn new things

Inspired by others success

FIXED MINDSET



Unchangeable aptitude

Avoid challenges

Avoid failure

Give up easily



1

**Attending a
networking
event**

2

**Getting
objections
from a new
prospect**

3

**Aggressive
behaviour
from a client**



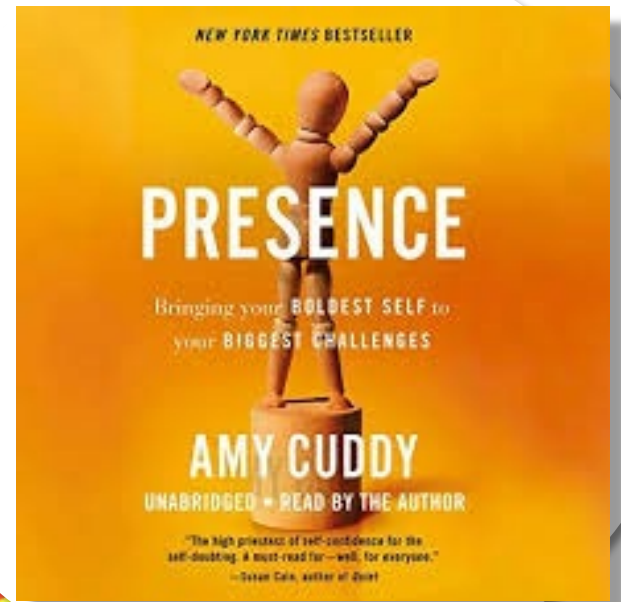
Connector



Maven



Salesman



FAKE IT



TILL YOU MAKE IT



The Relationship Pyramid





PEOPLE BUY
FROM PEOPLE
THEY TRUST





T
Trustworthiness

=

C
Credibility

+

R
Reliability

+

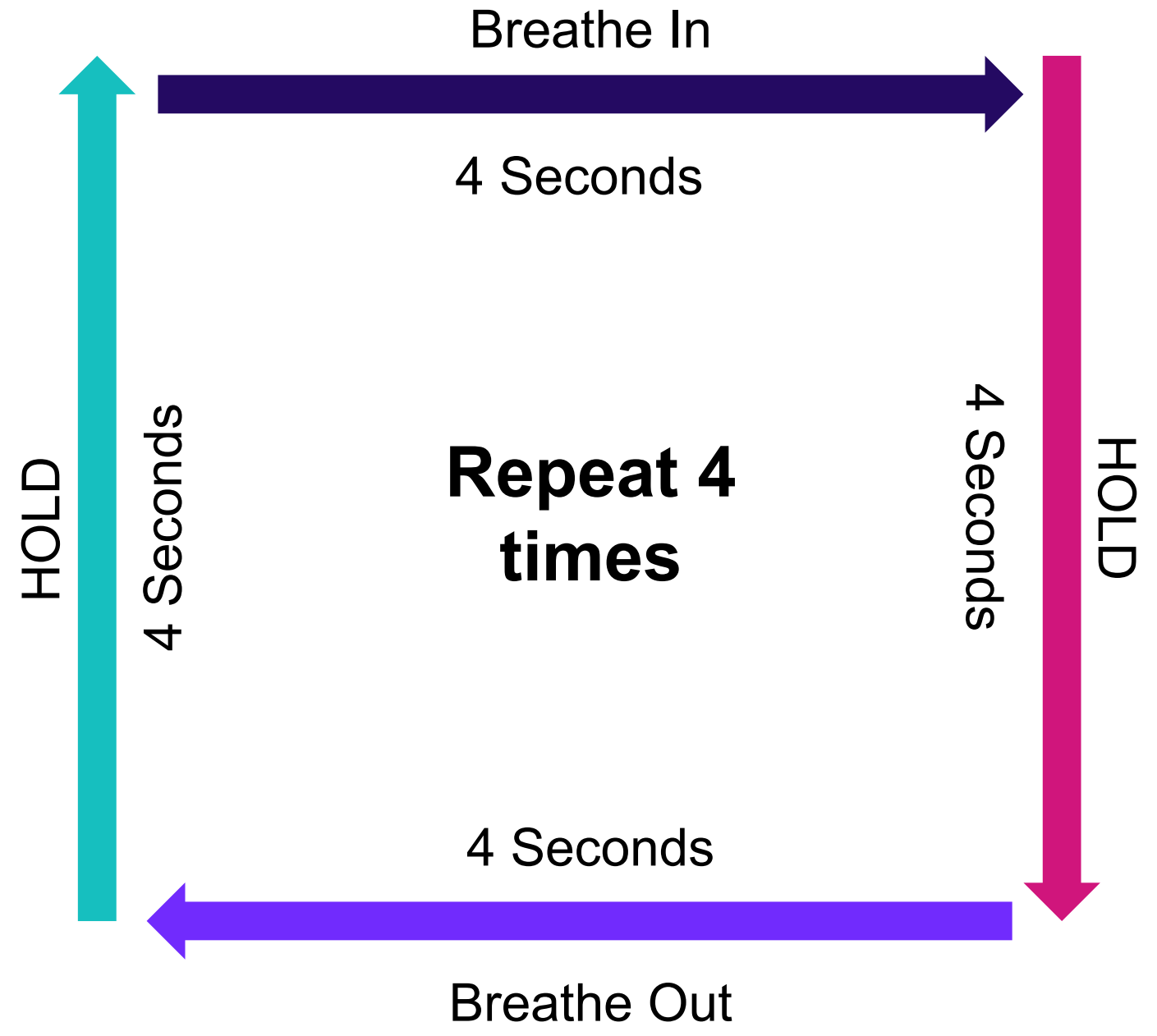
I
Intimacy

S
Self-Orientation





Box Breathing



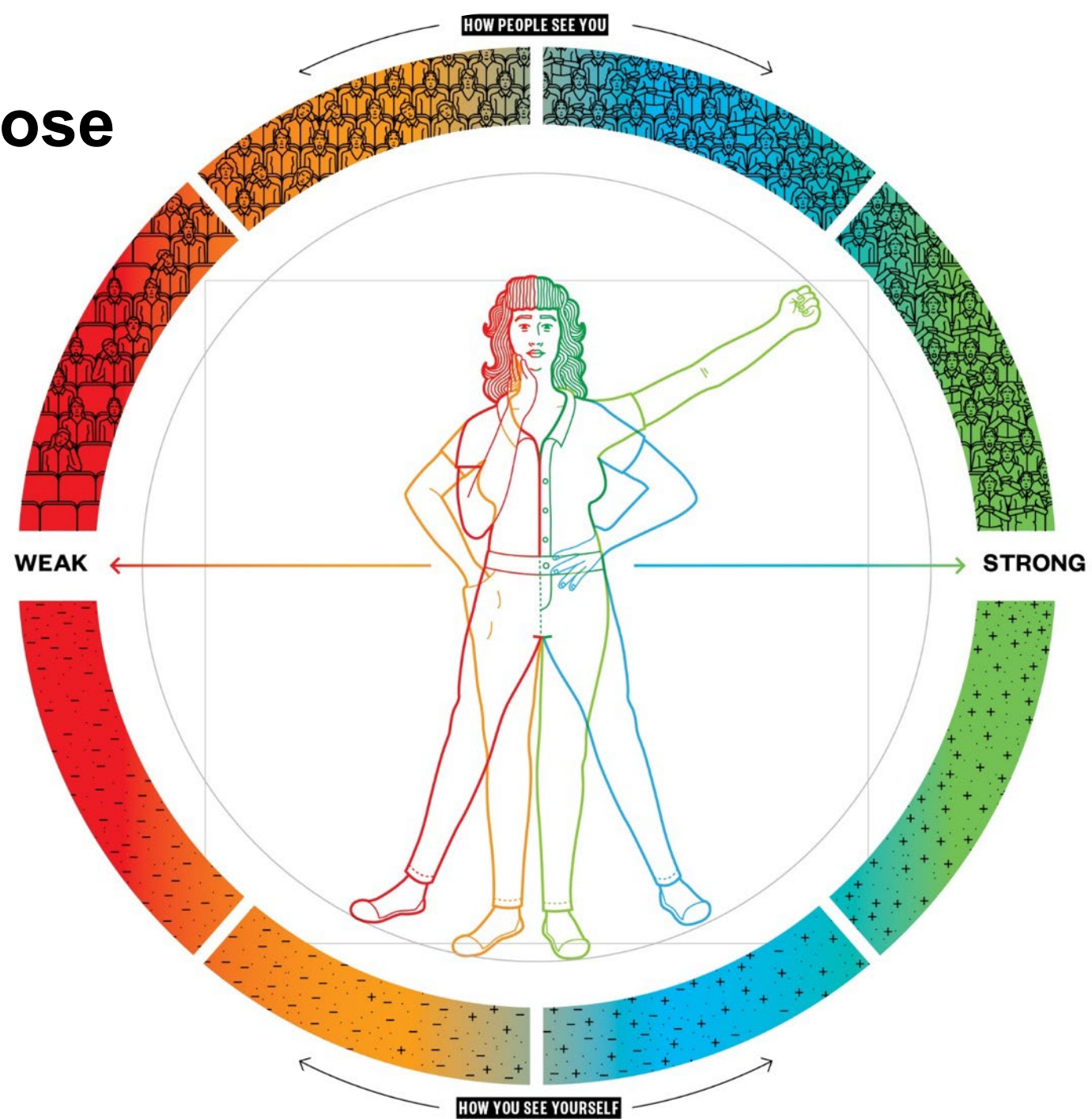
“... Change your posture for two minutes... It could significantly change the way your life unfolds.”

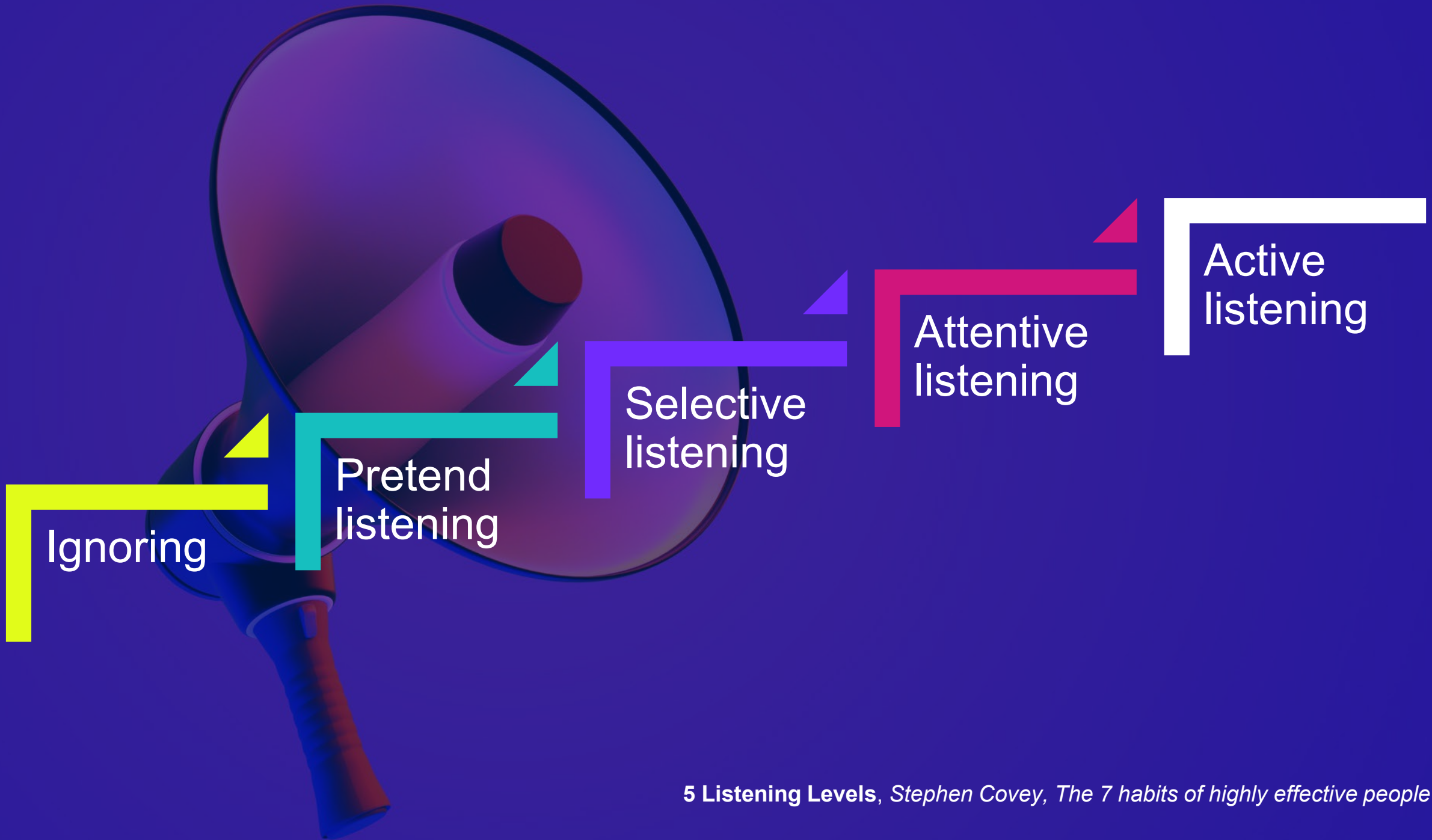
Amy Cuddy





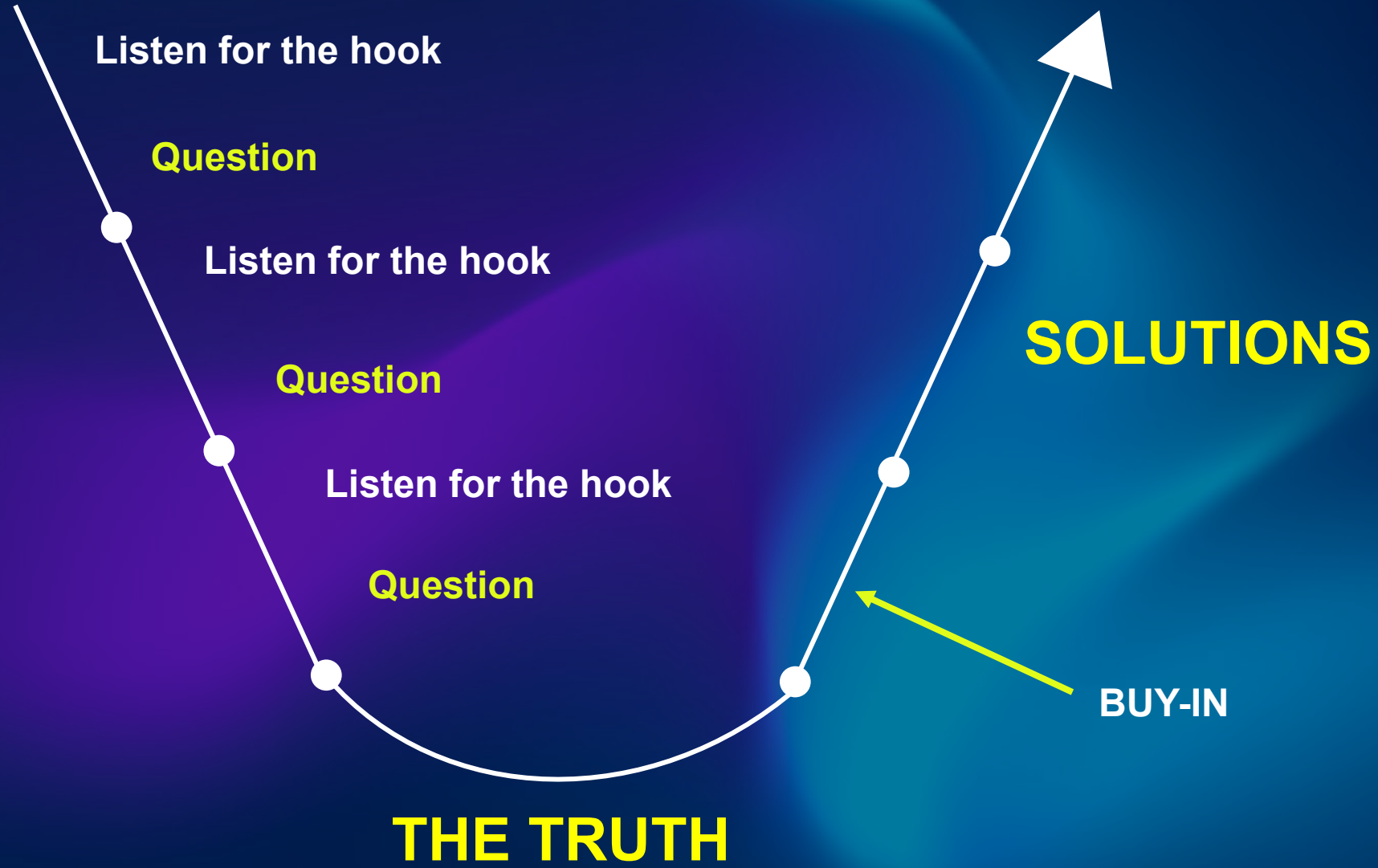
The Power Pose







Hook and probe



TED

Tell me

Explain

Describe



Let's give it a go!

Actively Listen

1. Focus on what they are saying
2. Reflect and repeat back
3. Allow them to finish and pause

Be Curious

1. Ask open questions
2. Listen for the 'hook'
3. Ask open question or TED

GROWTH MINDSET



Analyze mistake
Accept challenges
Ability to learn new things
Inspired by others success

FIXED MINDSET



Unchangeable aptitude
Avoid challenges
Avoid failure
Give up easily



Connector



Maven



Salesman



T

Trustworthiness

=

C

Credibility

+

R

Reliability

+

I

Intimacy

S

Self-Orientation

THANK YOU

Cultivating a business development mindset

Jeff Benveniste

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