

Contact: Caroline Rosen
crosen@malonebailey.com
713.343.4286

FOR IMMEDIATE RELEASE

National Business Development Association Holds July Networking Breakfast with Record Breaking Attendance

Houston, TX, July 18, 2013 – The National Business Development Association (NBDA) held its July 2013 networking breakfast event on July 16, 2013 at the Junior League of Houston. With over 235 senior business development professionals in attendance, a renowned panel of C-suite executives discussed what they like and dislike about business development professionals and what exactly such professionals can do to “win the work.” Among the many key pointers to business development professional by the panel include:

- Best ways to get in front of an executive is through a personal referral but be respectful of the timing
- Appearance is really important, show that you respect their time by dressing professional
- When soliciting their business, be very specific with the purpose of your call, stating how you can bring value to them and most of all – be honest
- While everyone likes to start at the top, those at the top would prefer you start with the decision makers for your service or product
- Be patient and respectful in your pursuit of their business; if it does not come your way quickly, keep in touch periodically without crossing the line of respect
- Hand written notes/thank you notes, or even introductory letters was universally viewed as a unique differentiator
- Be willing to invest in some pro-bono work to earn their attention and trust; you will get a return on your investment
- If you are to introduce them to another service provider, that would be welcome so long as they too can bring value but ask permission first
- Strong emphasis on research; e.g. know the company – know the industry. Do your homework and be prepared to engage in a meaningful dialogue
- When setting an appointment, be clear with them about the meeting objectives so they too can prepare, set a time expectation and DO NOT exceed it



“It is exciting to gain insights straight from CEOs, CFOs and Presidents that will help us improve and enhance our craft. I’m delighted to see NBDA serving its mission and with outstanding and record breaking attendance at our most recent event, I believe we’re serving an important need that’s been unfulfilled,” said Christine Spray, founder of NBDA and President of Strategic Catalyst, Inc.

The mission of the NBDA is to create a vibrant learning community through programs where members and participants can stay abreast of industry trends while continually sharpening their skills to create revenue for their organization. NBDA hosts breakfast networking events at The Junior League of Houston every other month from 7:30am – 9:00am. The September 18, 2013 event will focus on “The Business of Giving Back.”



About the National Business Development Association

The National Business Development Association, founded by Christine Spray - a nationally recognized business development professional, trainer and coach - was formed to fill the need for a national trade association to provide best practices for senior “business to business” professionals tasked with developing new business by building relationships with current clients, new clients, centers of influence, vendors, partners and organizations. For more information about NBDA and its upcoming July event, please visit www.nbda.co.

