

## Maximum Potential International



### Who Moved the Cheese? CFO's, CIO's, VP's... What's Going On?

#### Business E.D.G. Entrepreneur - Development

Article 2 of 4

Business development, comprises a number of techniques designed to create and grow an economic enterprise. Such techniques include, but are not limited to, concept and brand development, assessment of marketing opportunities and target markets, intelligence gathering on customers and competitors, generating leads for possible sales, follow-up sales activity, formal proposal writing and business model design. Business development involves evaluating a business and then realizing its full potential, using such tools as marketing, sales, information management and customer service.

***Business development never stops but is an ongoing process.***

Successful business development often requires a multi-disciplinary approach beyond just "a sale to a customer." A detailed strategy for growing the business in desirable ways is frequently necessary, which may involve financial, legal and advertising skills. Creativity in meeting new and unforeseen challenges is necessary to keep an enterprise on a path of sustainable growth.

Continue Learning about Business E.D.G. Entrepreneur Keys:

Look out for Next Month:

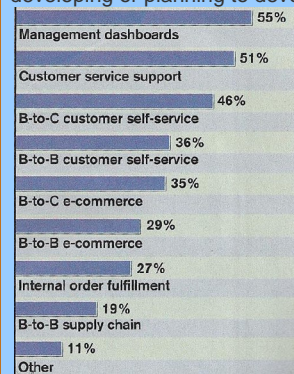
Growth - September Newsletter

Entrepreneurship - October Newsletter

[Read Last Month's Newsletter Here](#)

#### In the Pipeline

What Types of applications is your organization currently developing or planning to develop?



\*Charts from Information Week 08/04/08



#### Jumpstart your Management Dashboard:

For Free Direction/Ideas

[www.maximum-potential.com/tech.html](http://www.maximum-potential.com/tech.html)

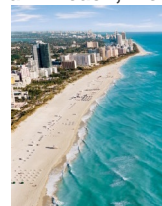
Executives, Sponsors, Business Owners, Project Teams, Project Managers and individuals looking to take the next step in business and every part of their lives...

#### JOIN US AT OUR NEXT WORKSHOP

Sept 15 - 19, 2008

**\*Attend 1 day or all 5!**

**Miami Beach, Florida**



#### Why Make it a Must:

1. You will bring back super charged strategies and tools

### Need A Shot of Inspiration?

#### Top 20 Entrepreneurial Traits:

Extreme Confidence , Brilliant Attitude, Crystal Clear Communications, Pushes out of Comfort Zone - Takes Risk... [Continue Reading Here](#)

2. You will be able to sponsor and run projects light years ahead of industry standards
3. You will learn how to PRO-actively leverage your company's money and human capital more effectively
4. You will build stronger leadership
5. You will build stronger project and program management skills.

[Click Here for more details](#)

### Live Case Study

#### **75% Budget Reduction and Still Achieving Objectives**

"A New Project Management and Implementation Methodology at Global Biomedical Corp."

[Read More... "Click Here"](#)

### Slow Execution and Poor Customer Service Cited as BPO Partner Performance

Given that delays can reflect poorly upon the project managers, it is easy to see why "slower than expected execution" would vex a higher percentage of BPO buyers than, say, insufficient cost savings, or mistakes, flaws or bad transactions.



\*Charts from Information Week 08/04/08



### Jumpstart your Project Management Disciplines

For Free Direction/Ideas - Go to [www.maximum-potential.com](http://www.maximum-potential.com)

[For More Tools and Techniques - Join Us Our September 15-19, 2008 Workshop](#)

**\*You are welcome to Attend 1 day or all 5 days**

**About Us:** Business E.D.G. was created because of client request for in depth business development and profit expansion planning. Business E.D.G. Entrepreneur has built a team of top global business strategists with focus on Expansion, Development, Growth and Entrepreneurship Strategic Planning.

[www.businessedg.com](http://www.businessedg.com)

Tel: 305-672-1190

Email: [private@businessedg.com](mailto:private@businessedg.com)