



## How to Develop Your Seller-Doers . . . or Become a Better One Yourself!

**W**hen it comes to business development, the engineer's greatest enemy is **inertia**. You know inertia when you hear it—it sounds like this: “I’m too busy delivering client work,” or “I need training,” or “I’m an introvert.”

Suppose you’re an executive who finds your firm relying too much on the same few rainmakers to bring in business. In that case, you are missing opportunities to develop new seller-doers . . . and investing in your people is one way to win the war for talent. Yet if you can help them overcome dread that creates inertia, you’ll get more sellers selling more. By creating a more sales-driven culture, your number of productive business developers can double or triple. . . at least.

If you’re ready to become a seller-doer or rainmaker—you’ll get there quicker if you take command of your business development skills development. As you build skills, you’ll overcome fear, uncertainty, and doubt. When you master the skills and create habits that help generate revenue for your firm, you’ll make yourself indispensable.

**Whether you’re an executive or an aspiring seller-doer, this talk is for you.**

In this presentation, Jim Rogers, President of Unbridled Revenue, Inc. and co-creator of The Seller-Doer Academy, will describe the skills needed for seller-doer success and how to develop them.

His advice will be based on his survey of over eleven hundred professionals and interviews with nearly four dozen successful A/E/C executives while researching his new book *Becoming a Seller-Doer: Succeed at Business Development and Take Command of Your Career*.

During the session, you’ll learn:

- The most important knowledge and skills for productive seller-doers and how to develop them,
- The key attributes and habits that all successful seller-doers must possess,
- How to overcome dread that causes inertia,
- How to jumpstart seller-doers, and
- How to sustain motivation that yields success.