

# Business Development Compass™

- Gaining a clear understanding of buyers' cultures helps to identify **real potential** transactions for what is being sold or licensed, rather than **tire kicking**.
- This may also likewise be true for buyers - clear organizational **self awareness** helps improve efficiency and likely success.
- **Sellers** or licensors use the compass to plot and **sort potential buyers**, and **buyers** use the compass to screen and **sort potential deals**.

