

The Connector Advantage: The BD Value of Knowing Who to Call

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Business development is often associated with who you know, but having a large network is only part of the equation. Knowing who to call when someone needs help can be even more valuable.

The strongest business development professionals tend to know their network well. They understand what people do, where their expertise lies, and what kinds of problems they are best equipped to solve. That knowledge makes it easier to recognize where a connection could be valuable.

Think about the last time someone mentioned a challenge in a conversation and you immediately thought, “I know someone who can help with that.” That moment is a business development skill.

Being a connector requires paying attention to the people around you. Over time, you start to remember the attorney who specializes in a particular issue, the consultant who works well with growing companies, or the business owner who has already solved a problem someone else is facing. You may not need that information today, but knowing where to turn when the need arises can be incredibly valuable.

The introduction itself can also say a lot about you. When you connect two people because you genuinely believe they can help each other, you are contributing something without asking for anything in return. You become someone who brings resources and relationships to the table.

That does not mean making introductions simply for the sake of making them. A poor introduction can be frustrating for everyone involved. The better approach is to understand the people in your network well enough to recognize when a connection makes sense.

This is where listening becomes important. A casual conversation can reveal more than someone’s immediate business needs. You might learn about a new challenge, an area they are exploring, or a problem they have not yet figured out how to solve. Remembering those details makes it easier to recognize a useful connection later.

Over time, you become someone people can turn to when they need an answer, even when you are not the person providing it. That kind of usefulness can become a meaningful part of your professional reputation.

The best connectors understand the people behind their network. They know what different people bring to the table, where their expertise lies, and when their experience could be useful to someone else. The better you know those strengths, the more value you can create across the network.

Good business development also means helping the right people find each other. Sometimes the most valuable introduction you can make is one that creates an opportunity for someone else.

When people know they can call you when they need to find the right person, that can become one of the most valuable parts of your professional reputation.