

HOW BUSINESS DEVELOPMENT INC. MEASURES RESULTS®

From Select Training & Coaching Programs

- A. Business Development Inc. measures and reports a combination of **tangible** and **intangible** results/outcomes.
- B. Both tangible and intangible outcomes are categorized within **five levels of results** attained over the course of a program. Each level is carefully measured cumulatively using different approaches and tools and are reported to the firm.
1. The first level of results is participants **REACTION/SATISFACTION**.
 2. The second level of results is participants **WHAT HAS BEEN GAINED/LEARNED**.
 3. The third level of results is **EFFORT/APPLICATION/IMPLEMENTATION**.
 4. The fourth level of results is **NEW CLIENTS/NEW MATTERS/CASES**.
 5. The fifth level of results is actual, measured **ROI = RETURN ON INVESTMENT**.
- C. Depending upon the scope, many of our programs come with a **Guaranteed 3x ROI (return on investment) or Your Money Back**.

*For more information, please contact Julie Savarino,
Julie@BusDevInc.com, +1 (734) 668-7008.*

