

**Intelligent
Business Development™**
The Analytical Edge to Growing Your Business

NexGenLab helps teams outperform on opportunity development and revenue generation. We deliver proven approaches to deliver proven results in professional business development.

Our “intelligent” programming raises the bar – let us raise your thinking.

Curriculum Benefits:

- Increased revenue**
- Greater employee retention**
- Improved employee culture**
- Employee engagement**

Intelligent Formats:

- In-person workshops**
- Virtual, instructor-led sessions**
- On-line learning modules**

How We Execute:

- Personality Assessments**
- Pre-training team interviews**
- Intelligent training**
- Post-training follow-up**

What you will learn

Intelligent Business Development™

- **How to create a scheme for evaluating probability of winning (P^{WIN})**
- **An appreciation for the psychology that dictates behavior**
- **To understand the biases that prevent success**
- **A structured approach to business development**
- **An understanding of the customer facing role**

About NexGenLab

NexGenLab, LLC was founded in April 2023 as a collaboration of serial entrepreneurs with decades of experience bringing resources to the laboratory, pharmaceutical and defense contracting markets. Our approach is consultative, our style is engagement and our focus is learning and professional development.

About the principals



Clifford Brechner

Clifford is the founder of NexGenLab, Insight Laboratories, Actus Analytical, The Center for Advanced Public Awareness, SafeMade Pet Products, and Canopy Books. He is a significant contributor to the life sciences vertical in Philadelphia where he focuses on understanding the needs of today's entrepreneurs. Through his many endeavors he has developed diverse business development experience across markets and brings a hands-on perspective to Intelligent Business Development from the entrepreneur's perspective.



Richard Higby

Richard is the founder of NexGenLab and has held executive leadership positions with Eurofins, Covance, Microbac, Arista Laboratories and key positions with divisions of Vulcan Materials, Tenneco, and Clorox. His job titles have included President/CEO, Managing Director, Vice President of Operations, National Sales Director, Senior Marketing Manager and Scientist. His experience leading business development teams in the corporate environment brings recognition of the many needs of professional business developers.

Ask Us About Our Programs

Intelligent Business Development TM

The Intelligent Leader TM

The Intelligent Employee TM

Personality Assessment