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Certified Business Development Professional

(5 Days Training Course)

ACS REGISTRARS ISO 29990
ACS REGISTRARS Quality Assurance ISO 9001
ilm Approved Centre
PMI Project Management Institute Registered Education Provider
bci Business Continuity Institute Corporate Partnership

Why Attend

The Certified Business Development Professional course focuses on the tools and techniques required to develop new business. Without them, sales will stagnate and profits will drop. The course also addresses ways to maximize the company's profitability by fostering relationships with potential players and key decision makers in the market. By attending this program, business development professionals will acquire what they need to create and implement promotional drives in order to spur the company's market prospects and design cost effectiveyet innovative options to boost sales.

Course Methodology

The course involves a variety of case studies and exercises to develop the right skills needed to become a successful business development professional. Group presentations and self assessment tools are also available for the same purpose.

Course Objectives

By the end of the course, participants will be able to:
Define the main functions and best practices in Business Development (BD)
Recognize the importance of re-defining business processes to match theever changing market and customer requirements
Produce clear sales and marketing differentiators to neutralize competition (value-based proposition)
Design and use financial ratios and Key Performance Indicators (KPIs) to measure their operations' effectiveness
Use leadership, negotiation and power proposals to leverage their business and lead the key account team

Target Audience

Sales reps, sales supervisors and managers, and account managers who would like to professionally develop themselves by seizing business opportunities and using them to improve personal management and showcasing skills. The course also targets commercial professionals aspiring to consider every potential client as a challenge that will help their performance and their careers.

Target Competencies

Account qualification
Customer relationship management
Re-engineering of commercial processes
Customer service
Marketing of products and services
Business planning
Lead generation
Writing business proposals

Course outline

Business development: overview and best practices

Business development: definition and scope
Account analysis and qualification: an overview
The new landscape of account management and BD
Understanding the buy-sell ladder model
Client classification: building an ideal client profile
Understanding and working the customer loyalty ladder

The business planning process

Using the STAR business planning process:
Strategic analysis
Targets and goals
Activities
Reality check
Conducting customer surveys to identify important service criteria
Preparing an account development plan
Building client chemistry with F.O.R.M.

Re-defining your processes for breakthrough results

Reviewing the selling process
The selling process
Functional product/service/company knowledge
Unique and distinctive selling points
The sales competitors analysis form
Re-engineering your team selling process to avoid mistaking motion for action
The value-added selling process
A simple framework for developing new business
Create and deploy weapons
Your best friend: the phone
Creating a client-centered code of conduct (DART model)
Designing and implementing key performance indicators
Creating a balanced scorecard (business performance audit)

Effective negotiation skills

The definition of negotiation
Some negotiation philosophies
The difference between persuading and negotiating
The five stages of the negotiation process
The critical rules of negotiation
The phases of the purchasing decision
Establishing relative importance of differentiators
Influencing decision criteria
Vulnerability analysis
Workshop: completing your negotiation plan

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Course outline

Building and leading the business development team

Stages in team formation
Building a high performance team
Defining team roles
The team motivation mix
Management versus leadership
Practices of exemplary leaders (industry practices)

Writing business proposals that sell

Writing a typical business proposal
Formatting tips and tricks for winning proposals
The process of developing successful project proposals
Workshop: creating your own project proposal