

BUSINESS DEVELOPMENT SKILLS PROGRAM

Offered as a Three-Day In-Person Program or Virtually, Online in Modules

Business Development is everyone's business. All employees who interact with customers play a key role in Business Development.

*Learn Business Development as a process you can rely on to develop new opportunities.
Take-away the approaches used by the top 5% of business development professionals.*

KEY AREAS OF CONTENT

1. Dealing with Different Behavior Styles

- People aren't difficult - they're just *different*
- Understanding your style
- How to identify them
- Understanding, Identifying and Adapting to your internal and external customers.
- How to develop rapport and trust quickly and effectively with all four styles
- Understand what motivates each styles' decision-making, what information needs they need and what creates conflict

2. The Business Development Process

- A proven process for business development
- A complete road map and business development system
- Learn the steps and principles to navigate forward successfully
- What are the key revenue generating steps?
- Build confidence on how to advance through the process
- Why did I win? Why did I lose?

3. The Value Proposition

- Understand that customers buy *solutions* to their problems
- What is *your* value proposition and *meaningful point of difference*?
- Learn how to appeal to customers on both the emotional and logical level.

4. Prospecting and Referral Selling

- Learn how to fill your pipeline with prospects
- How to leverage the power of referrals and testimonials
- How to get “deeper and wider” within your client base
- Using social media to generate opportunities

5. Gaining Access to Decision Makers

- Understanding why referrals give instant credibility
- How to gain meetings in a world of *adult hide and seek*
- Learn how to sell yourself and the value of the meeting
- Proven approaches to reach decision makers
- Being *pleasantly persistent*

6. Communication Skills

- Learn how to ask more of the *right questions*
- Master the skills to uncover your clients needs, goals and challenges
- Self - analysis of your current listening levels
- Learn the three key steps to improve your listening abilities.

7. The Discovery Call

- Understand the objectives of a client discovery call
- How to prepare effectively
- How to conduct a great discovery call
- How to sell yourself as a professional

8. Handling Objections

- Understand what an objection really is
- How to handle tough objections
- Getting To Yes agreement selling
- A simple 5-step procedure for fielding tough questions

9. Ten Closing Methods to Secure the Business

- Understanding why many business people don't ask for the business - and can't ask
- Learn ten methods to gain business
- When to ask for the business
- Why do 4% of business development professionals command 60% of the business?

10. Time & Activity Management

- How to meet your short term and long term objectives
- Six key activities that generate business
- How to prioritize and set goals
- What are we really paid to do vs. what our job description states
- The Five F's of balance in life and career