



SS157: Certified Business Development Professional

Training Description:

This training course focuses on the tools and techniques required to develop new business. Without them, sales will stagnate, and profits will drop. The training 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 intensive training course, business development professionals will acquire what they need to create and implement promotional drives to spur their company's market prospects and design cost-effective yet innovative options to boost sales.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Define the main functions and best practices in Business Development (BD)
- ✓ Recognize the importance of business planning to match the ever-changing market and customer requirements
- ✓ Use negotiation skills to produce clear sales and marketing differentiators to neutralize competition
- ✓ Build and lead a high-performing business development team to seize business opportunities effectively
- ✓ Write power proposals to leverage business growth and optimize sales results

Training Designed for:

This course is intended for 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 careers.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

FIVE DAYS:

- ❖ **Business Development: Overview and Best Practices**
 - Definition and scope of business development
 - Overview of account analysis and qualification
 - Understanding the buy-sell ladder model
 - Understanding and working the customer loyalty ladder
 - Building client chemistry with F.O.R.M.
- ❖ **The Business Planning Process**

- Using the S.T.A.R. business planning process:
 - Strategic analysis
 - Targets and goals
 - Activities
 - Reality check
- Conducting customer surveys
- Preparing an account development plan
- Developing and implementing Key Performance Indicators (KPIs)
- ❖ **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
 - Negotiating in a selling context
 - **Workshop: Completing your negotiation plan**
- ❖ **Building and Leading the Business Development Team**
 - Stages in team formation
 - Defining team roles
 - Leadership principles and concepts
 - The five practices of exemplary leaders®
 - The team motivation mix
- ❖ **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 project proposal**
- ❖ Course Conclusion
- ❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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