



CERTIFIED BUSINESS DEVELOPMENT MANAGER

Course	Business Development
Instructor	Certified American Academy Instructor
Descriptions	A wide-ranging field that integrates a number of skills and practices, Business Development is commonly defined as the pursuit of strategic opportunities for a particular business or organization. An executive in a Business Developer position will be responsible for the creation of long-term value through growing customer bases, identifying new markets, and cultivating commercial relationships. Because it's such a critical part of any growing company, many of the world's greatest business ideas have come from the business development side of the table. Business Developers don't just work for large corporations – these skills are needed in the small business world as well. Growing companies rely on business management personnel with a working knowledge of small business software and small business insurance, as well as specific skills in small business administration and small business accounting. This course is designed to help reinforce the skills needed to develop new business opportunities and enhance existing business. This course will focus on the fundamentals of setting objectives, provide an overview of the needs-based selling process, help employees prepare for customer calls, identify the steps of making a sales call from initial contact through closing the call and achieving desired results, help employees overcome common objections, and reinforce listening skills. Through scenarios and role-play, participants will develop the tools needed to network effectively and find additional future business prospects. Also, the Business Development is a course designed to introduce participants to the ideas that they can create a place for themselves in today's economic reality. While examining current trends and issues in today's workplace,

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Course Contents and Descriptions

Day 1:

- Introductions& Entry Survey
- BD definition & benefits
- BD position in the organization4.
- Development of BD Basic questions
- Introduction to Sales & Marketing process.
- Functional Roles distribution–Team work
- Business Analysis

Day 2:

- Introduction to facilitation (sticky wall, divergence & convergence tools)
- Business analysis tools.
- Business Models, definition and analysis
- Sales Ecosystem
- Introduction to Case Study

Day 3:

- Synthesis of what we learned
- Case Study application
- Closing and Exit Survey

Case Studies

Case-based discussions will be conducted with topics related to the subjects of training. Exam exercises and questions evaluation.