

**Advanced Business Development Certificate Program**

Course Title	Format	Course Hours	Price	Description
Understanding Yourself and Others	Client Office or online	7 hours	\$1,225	Have you ever wondered why your interaction with some customers is comfortable than others? Understanding your personality, as well as that of others, helps to improve your communication with prospects and customers. Opening Remarks and Ice Breaker What makes a great sales professional discussion. What Kind of Salesperson are you? Understanding Personality Profiles for Business Development and Sales Adapting Your Approach Body Language Introduction to DISC Breaking Down the DISC Styles Professional Development Utilizing DISC Behavioral Styles Team Effectiveness Utilizing DISC Behavioral Styles Leadership Development Utilizing DISC Behavioral Styles Customer Relationships Utilizing DISC Behavioral Styles Sales Relationship Utilizing DISC Behavioral Styles Using DISC for the People Side of Change Management
Understanding The 7-C's of Business Development and Sales Success Part 1	Client Office or online	7 hours	\$1,225	Introduction to the 7C'S of Business Development and Sales  THE 1ST C - CHOOSE Create A Clear Ideal Customer Profile: (Choose) Exercise: Defining Your Ideal Customer Profile (ICP) Strategies to Choose & Find the right customers  THE 2ND C - CONNECT Create Your Professional Positioning Statement Communication Researching Client Opportunity Adding DISC to the Mix Managing Your Professional Brand, On-Line, and in Real-Time  THE 3RD C – CLARIFY THE WHAT AND THE WHY Confirm Their Reason Why, And Their Emotional Purpose Opportunity Plan  THE 4TH C: COMPEL by Account Planning The Sales Funnel Business Development & Sales Consultative to Insightful Developing an Influential Strategy & Account Management Plan Agreement to Proceed Presentations and Proposals
Understanding The 7-C's of Business Development and Sales Success Part 2	Client Office or online	7 hours	\$1,225	THE 5TH C - CONFIRM with proper Discovery Client Opportunity Assessment and Strategy Development Understanding Organizational Structure & Planning Process Assess Previous Years Business Establishing Agreement to Proceed THE 5TH C - CONFIRM (continued) S.W.O.T. Analyzing Your Competition & Setting a Clear Marketing Strategy Turning Obstacles into Opportunity - Above the Line Living Client On-Boarding That Drives Clarity, Alignment, and Loyalty  THE 6TH C - CONTINUE Intro to Negotiations Cultivating a Negotiation Mindset & Elements of Negotiation Success The Negotiation Process Goal Setting Time Management Return on Time Invested (R.O.T.I.) Keeping and Expanding Market Share  THE 7th C - CHAMPION Turning Obstacles into Opportunity Review of Common Sales Objections Learn from Your Losses & Celebrate Your Wins Create an Influential Conversation Planner INFLUENTIAL CONVERSATION PLANNER

Total \$3,675

\* Program Material \$150 per participant  
 \* Prices per person and do not include GST