

## Advanced Business Development Certificate Program

<u>Course Title</u>	<u>Format</u>	<u>Course Hours</u>	<u>Price</u>	<u>Description</u>
<b>Understanding Yourself and Others</b>	Client Office or online	7 hours	\$2,000	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. As well, how to communicate in the most efficient way to different people Learn how to ethically apply the 6 principals of influence to produce Positive and lasting change and avoid common influence traps. You will also learn to create your own influence map Introduction to DISC
<b>Understanding The 7-C's of Business Development and Sales Success Part 1</b>	Client Office or online	7 hours	\$2,000	Create your Professional Positioning Statement (PPS) Communicate concisely and openly while maintaining positive prospect and client relationships By the end of this course notice how your listening has changed/improved? What are you doing now to make your conversations more effective? Develop a Professional Relationship Grid Define your Ideal Customer Profile (ICP) Analyze your competition Develop a Territory Plan, a Strategic Account Plan and individual Call Plans Understand Customer Opportunity Assessment and Strategy Development and the importance of business acumen in sales
<b>Understanding The 7-C's of Business Development and Sales Success Part 2</b>	Client Office or online	7 hours	\$2,000	Know the difference between Key Account Management (KAM) & Sales KAM is the strategic approach taken by companies to grow its most valuable customers Understand each stage of the Sales Funnel Sales call Planning Review the Opportunity Assessment template In today's highly competitive business environment, pre-call planning is more critical than ever before to help you gain customer insight. Selling today means understanding the changing worlds of buyers and fine-tuning your sales approach to leverage research and great questioning/discovery skills to earn trust and better understand your client Learn how to cultivate a negotiation mindset. Understand the negotiation process Understand the 11 characteristics of Negotiation Success Learn how to overcome objections using the 4 questions quadrant. Discuss Strategies to Establish Agreement to Proceed and earn the business

\* Program Material \$150 per participant

\* Prices per person and do not include GST