

## Business Development

The Business Development Program helps you understand how to drive business.  
To know how to create more opportunities and convert more business.

### UNDERSTAND HOW TO BE A MASTERFUL BUSINESS DEVELOPMENT EXPERT

#### 1. EXPLORATION

**Why people buy. Who to effectively sell your product, service or idea.**

**Outcomes:**

- Total confidence in ability to put forward an aligned solution
- Positioned as the expert
- Mindshift on how to elicit information from your client.

#### 2. TELEPHONE SKILLS

Learn to master telephone sales. Know everything from preparation through to what to say and how to say it.

#### 3. LISTENING

**The backbone of all communication.**

**Outcomes:**

- Awareness of when actively listening vs in default mode.
- How your client listens
- What to do to ensure they hear what you are saying to match your intention.

#### 3. OBJECTIONS

**Understanding how to use them as opportunities to convert into a sale.**

**Outcomes:**

- Embracing objections
- Using them to forge more meaningful relationships
- Insight to how we feel and react to feedback and objections

#### 4. NEGOTIATION

**Preparation, techniques, styles, mindset.**

**Outcomes:**

- Confident, successful negotiators
- Effective action plans
- Professionals who shift the focus from price to client alignment

#### 5. ACCOUNT MANAGEMENT/ MANAGING CLIENTS' EXPECTATIONS

**Service excellence. Communication styles. Manage challenging situations.**

**Outcomes:**

- Understanding the client's motivation
- Identify buying signals
- Understanding how they want to be communicated with

#### 6. BUSINESS DEVELOPMENT / PROSPECTING

**Making prospecting easy and comfortable.**

**Outcomes:**

- Who to target, when, how, what to say, what to do?
- Consistency and clarity
- Genuine enthusiasm for prospecting
- What is a hunter
- How to use Video Conferencing
- How to set yourself up for success
- How to handle gatekeepers
- Who are the decision makers

## 7. PRESENTING

**Structure to ensure seamless delivery of your message.**

**Outcomes:**

- How to plan, prepare and execute
- How to observe and adapt
- Powerful presenters who understand how to embed a message with clarity

- **7 key topics on how to drive growth**
- **Over 400 minutes of video**
- **Worksheets, checklists and printables**
- **12 week membership**