

Innovative Business Development – 2 Day Course

Course Overview

This two-day workshop takes participants through a fresh approach to business development. It provides participants with a set of recognised tools and techniques to attract new business in today's climate whilst building a strong client relationship with a view to encouraging referral business.

Who Should Attend

This course is aimed at anyone who is or will be involved with business development. It is useful for anyone wanting to attract new business, improve business retention, increase sales opportunities with existing clients and maximise referral opportunities.

Course Objectives

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

- Explain the importance of clearly identifying client needs and wants
- Explain the buying and selling processes and how they dovetail
- Describe the attitudes, knowledge and skills required in developing business
- Develop a strategy for developing business within their own organisation
- Describe the principles of benefit selling and the importance of building strong, sustainable client relationships
- Explain the process of a business development conversation
- Demonstrate high levels of empathy and rapport and describe their importance within business development
- Describe buying signals and demonstrate techniques to overcome objections
- Prepare a personal action plan.

Course Content

Introduction

- What is business development and what is involved?

- Controlling the communication
- Buying signals
- Objection handling

Client Relationships

- The importance of good client relationships
- Defining and meeting client needs and wants
- The price of failure
- Skills, knowledge and attitude required for success
- Developing a strategy

Selling the Benefits

- Why people buy
- The buying and selling processes
- The principles of benefit selling

The Way Forward

- Personal action plan

Having That Conversation

- Empathy and rapport
- Focussed communication skills

Additional Information

- CD Manuals and Certificates provided
- Course timings – 9.30 am- 05.00 pm
- Buffet lunch included and free parking available on site
- Joining Instructions will be sent prior to attending the course

