



ZING365
Learning without limits



PART OF THE DWF GROUP

BUSINESS DEVELOPMENT PROGRAMME

WHAT WE WILL COVER

- Module 1
Planning for success
- Module 2
Client Management and cross
selling
- Module 3
New Business Development
- Module 4
Effective Time Management
- Module 5
Presenting with confidence
- Evaluation & Feedback

SUMMARY

Our Business Development programme is designed to enable delegates at all levels not only to cope in a changing environment but strive for excellence, competitive advantage and best practice.

A high level of commitment and participation will be required by all delegates in order to maximise the benefits from this programme. All delegates will receive a 25+ page Insights Discovery Personal Profile as part of the programme.

OBJECTIVES

By the end of this course you will;



Build an effective business development plan and sales strategy



Understand the key selling and prospecting skills required to develop new business and network



Manage your time effectively and present yourself in a professional way



ZING365
Learning without limits



PART OF THE DWF GROUP

BUSINESS DEVELOPMENT PROGRAMME

MODULE 1

PLANNING FOR SUCCESS

DAY 1

SUMMARY

A motivating workshop designed to 'kick start' the whole programme allowing the delegates to review their strategy and approach to business development and planning.

WHAT WE WILL COVER

- Where are you now? How good is your client list?
- What do highly successful sales people focus on?
- What is the potential to grow? Where will your new business come from?
- Developing the 'Grand Plan' – how will you get to where you want to be?
- How to develop a workable sales plan and stick to it (templates provided)
- Planning sales & self-marketing activity
- Understanding yourself: Your work style, communication style, key business development strengths and weaknesses using Insights Discovery System



ZING365
Learning without limits



PART OF THE DWF GROUP

BUSINESS DEVELOPMENT PROGRAMME

MODULE 2

CLIENT MANAGEMENT AND CROSS SELLING

DAY 2

SUMMARY

Cross-selling and up-selling is a superb, cost effective way to increase the value of your services to the client, while increasing bottom line profits. But it needs a planned and structured approach. This module will teach the skills needed to add value for your clients while increasing sales for the company. Delegates will go away from the training with a new attitude toward selling, and the skills needed to be successful in cross-selling, up-selling and overcoming resistance.

WHAT WE WILL COVER

- Analysing your current clients and identifying opportunities to cross-sell or up-sell
- Creating 'Strategic Client Account Plans' for your key clients
- Matching clients' needs to the additional products and services that you offer
- Understanding what makes people buy
- Listening out for cross and up-selling opportunities
- Effective questioning techniques to create sales opportunities
- When and how to cross-sell and when to up-sell
- Understanding Features and Benefits and how to use them to create interest
- Overcoming objections and resistance
- Using your body language, tonality and voice to your advantage



ZING365
Learning without limits



PART OF THE DWF GROUP

BUSINESS DEVELOPMENT PROGRAMME

MODULE 3

NEW BUSINESS DEVELOPMENT

DAY 3 & 4

SUMMARY

This 2 day workshop has been designed to enable the delegates to develop the necessary skills and techniques required to achieve their new business development targets.

WHAT WE WILL COVER

- Gaining commitment, including handling difficult clients, overcoming objections, giving bad news, saying “no” positively, recognising and responding to buying signals, closing techniques
- Negotiation Skills (with clients) - structuring negotiations, influencing strategies, and how to use them, win-win outcomes,
- Meeting skills – preparation, objectives/agenda setting, meeting management and structuring using A.I.D.A (Attention, Interest, Desire, Action), professional first impressions, building rapport, company/product positioning, understanding body language, assertiveness
- Report/Proposal writing – preparing and writing well written proposals
- Producing professional presented proposals and written communication

WHAT WE WILL COVER

- Create a framework for effective and successful new business development
- The rules to winning business
- Defining your ideal prospect (size, location, industry, trade sector etc.)
- Building and proactively managing a ‘quality not quantity’ pipeline – nurturing your prospects, keeping in touch, following up
- Qualifying and forecasting prospects – knowing when to ‘walk away’
- Planning sales & self-marketing activity, making quality contacts, getting organised, raising your profile
- Finding the time to focus on new business development
- Gaining referrals and recommendations
- Working with professional introducers
- Generating and managing prospects using Linked-In and other tools
- Understanding the buying and selling process
- Maximising sales conversion rates
- Creating win themes and win strategies
- Understanding buyer behaviour
- Developing relationships with all key decision influencers and stakeholders
- Effective communication skills – questioning skills, funnel technique, SPIN technique, positive/partnership language, using voice to influence, active listening skills



ZING365
Learning without limits



PART OF THE DWF GROUP

BUSINESS DEVELOPMENT PROGRAMME

MODULE 4 EFFECTIVE TIME MANAGEMENT DAY 5 (AM)

SUMMARY

Time is a limited and expensive resource. In today's busy business world, it is vital for successful people to manage their time effectively by planning and prioritising their workload. This programme provides practical guidance on enhancing personal effectiveness and performance through better self-awareness, self-discipline and focusing on the right tasks.

WHAT WE WILL COVER

- Getting Focused – Working to Goals and Objectives
- Understanding how you work and identifying areas for improvement
- Prioritising tasks
- Effective Delegation
- Managing Disruptions & Interruptions
- Planning and scheduling activities
- Organisation skills
- Managing yourself and the resources at your disposal



ZING365
Learning without limits



BUSINESS DEVELOPMENT PROGRAMME

MODULE 5

PRESENTING WITH CONFIDENCE

DAY 5 (PM)

SUMMARY

The success of any organisation is increasingly dependent upon the effective communication of information both internally and externally. A presentation is a significant tool to put across ideas and influence the understanding and behaviour of the listener. The benefits to be gained make it a vital form of communication.

WHAT WE WILL COVER

- Different types of presentations
- Barriers to effective presentations
- The importance of identifying clear objectives for each presentation
- Planning and structuring content – quality not quantity
- Types of supporting material, visual aids and hand outs
- Understanding the audience, their objectives, knowledge levels and needs
- Knowing your venue, equipment and room layouts
- Perfecting your pitch - practice sessions



ZING365
Learning without limits



PART OF THE DWF GROUP

BUSINESS DEVELOPMENT PROGRAMME EVALUATION AND FEEDBACK DAY 6 (HALF DAY)

PREPARATION

Delegates are asked to prepare and deliver 10-15 minute presentations to the management team considering the following areas:

- Different types of presentations
- What did you gain from the programme?
- What did you learn about yourself?
What are your key areas for development and how will you address these?
- Were there areas that were not covered or require further discussion?
- What do you plan to do as a result of the programme and the topics covered?
- What ideas do you have to achieve business growth and increase profitability?
- How do you plan to approach BD in the future? How will you hit your growth and new business targets this year and beyond? What is in your business plan?
- What changes to you personally need to make to achieve your goals? What do you want/need to do more of/less of?
- What support do you need from the management team to achieve your goals?

SUMMARY

The final part and important part of the process is to gather feedback via individual presentations to evaluate improved performance and assess action plans for the future.

ATTENDANCE & DELIVERY

The Business Development Academy programme is run over a total of 5 modules (delivered over 5 ½ days). It is preferable for delegates to attend all of the modules. Programmes are delivered to a maximum of 10 delegates.

Modules will incorporate a mixture of delivery methods including:

- Tutor led 'class room' based training
- Individual and Group activities/challenges
- Project work (set between modules to support training and on-going business development)
- Team building activities and assignments
- Real client/prospect reviews and case studies
- Support from coach face to face, by telephone and email