



## Business Development Skills

### Program Outline

#### Overview

The old “foot in the door” approach may have worked if you were selling encyclopedias in the 1960’s, but we all know it doesn’t cut it in today’s competitive markets, especially when selling b2b.

We will provide participants with the skills to connect with and deeply understand the true decision-making criteria of clients. In doing so, closure rates will improve as will the long-term viability of key relationships.

The program combines powerful face-to-face delivery skills with persuasive competitive messaging.

---

#### Topics

- Managing the client development process
- Tools for recognising and analysing the core motivators that drive client decision-making
- Ability to identify critical differences in communication styles
- Flexibility to utilise the appropriate style to suit a client
- Explore the Personal Sales Blocks
- Devising persuasive messages to support the value proposition
- Managing resistance to objections
- Key communication skills – Questioning, Listening and Rapport-building

---

#### Outcomes

- Be more effective in managing business development opportunities from initiation to a successful conclusion
- Analyse the decision-making criteria of clients faster and more accurately
- Position solutions in a more tailored and focused way to improve closure rates

---

#### Duration

2 days for 8 participants (suggested maximum)