



# ALS Business Development Certification Program

Career & Curriculum Structure



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## ROLE MODEL & COMPETENCIES



# CURRICULUM DEVELOPMENT

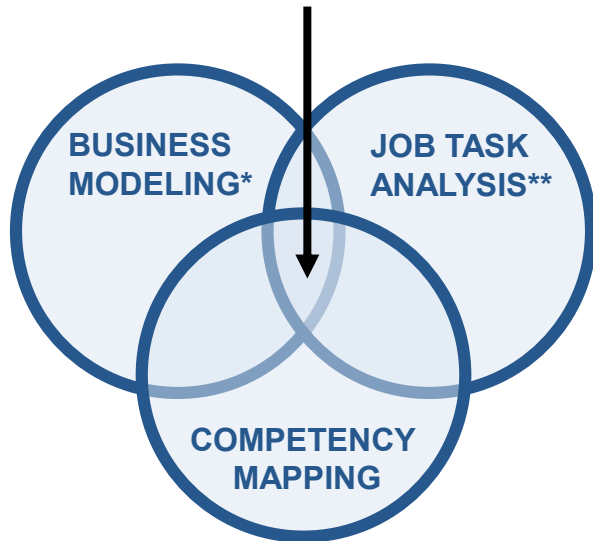


## CURRICULUM DEVELOPMENT STARTS WITH ROLE MODELING & COMPETENCY MAPPING

Role Modeling Is A Combination Of

Creates A “Snapshot” Of A Job Role

And Competency Families



**Business Development - Role Model**

**THE BD PERSONALITY**

- Temperament**
  - Professionalism - Professional demeanor - Promotes a professional image to clients and the market in general
  - Enthusiastic And Motivationally Oriented
  - Dynamic, Energetic, Personable, Pleasant and Engaging
  - Calm - Easy with Agitated Clients
  - Assertive - Takes Initiative/Makes Decisions
  - Results focused - Resilient & Persistent
  - Adaptable & Flexible - Learn and Adapt Quickly
  - Proactive Rather Than Reactive
  - Sound Decision Making Skills
- Understands The Importance Of Relationships**
  - Works Independently & In Partnerships
  - Forms Partnerships And Alliances Easily
  - Uses Influence To Get Optimal Outcome
  - Problem Solver - Solves Problems Through Negotiation
  - Manages Competing Demands and Projects
  - Self-motivated and able to work independently
- Business Intelligence**
  - Responsive And Committed to Organizational Goals And Objectives
  - Excellent Organizational And Interpersonal Skills
  - Possesses Excellent Communication Skills, Both Verbal And Written English Communication
  - Possesses High Curiosity Quotient
  - Thorough And Meticulous - Possesses Attention To Detail And High Degree Of Accuracy
  - Analytical / Critical Thinking - Thinks Laterally And Logically
  - Mathematical - Good With Numbers
  - Works Well Under Pressure And To Strict Deadlines

**Business Development - Competency Map**

**INFORMATION SKILLS**

- Research
- Strategy
- Messaging

**SOCIAL SKILLS**

- Relationships
- Interaction
- Persuasion

**BUSINESS SKILLS**

- Management
- Technologies



\* How a Role Fits in to Flow of Business  
 \*\* Study of HR Job Description Documents





## Business Development – Role Model



### THE BD PERSONALITY

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## Business Development – Role Model



### QUALIFICATIONS & EXPERIENCE

- 3-5 Years industry experience in a related field (O & G equipment manufacturing, upstream O & G operations, sales and business development, etc.)
- A minimum of a Bachelor's Degree in a related discipline (I.e. Marketing, Business, Finance)
- Tertiary qualifications in Science (preferably Chemistry or Environmental Science)
- Current manual drivers license
- Ability and willingness to travel intra and interstate
- A proven track record of being able to work under minimal supervision
- Actively practices teamwork
- Attends local management meetings
- Committed to organizational goals and objectives
- Participates in weekly operational & sales meetings - Presents weekly sales report



## Business Development – Competency Map



### INFORMATION SKILLS

Research  
Strategy  
Messaging

### SOCIAL SKILLS

Relationships  
Interaction  
Persuasion

### BUSINESS SKILLS

Management  
Technologies



## Curriculum Structure – Based on Blooms Taxonomy

What **OUTCOMES** (Behavior Modifications) should come from the Lesson / Course?

**Learning Objectives:** Written to support the **ANTICIPATED OUTCOME** of Lesson / Course

### EVALUATION: **ASSESSING**

Able to present and defend opinions by making judgments about information, validity of ideas or quality of work based on a set of criteria.

### SYNTHESIS: **COMPILING INFO IN DIFFERENT WAY**

Able to compile information in a different way to create new solutions.

### ANALYSIS: **COMPARING AND CONTRASTING**

Able to examine and break information into parts by identifying motives or causes; making inferences and finding evidence to support generalizations.

### APPLICATION: **ILLUSTRATING AND PRACTICING**

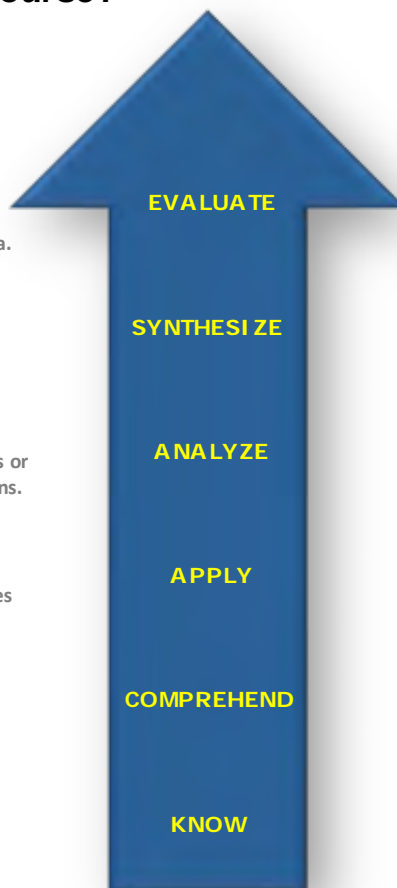
Able to solve problems by applying acquired knowledge, facts, techniques and rules in a different way.

### COMPREHENSION: **IDENTIFYING AND DESCRIBING**

Able to describe and explain the main ideas

### KNOWLEDGE: **REMEMBERING OR MEMORIZING**

Able to recall facts, terms, basic concepts, answers.



*After successfully completing this lesson, the learner will:*

Be able to **evaluate** ALS Business Development personnel for their ability to produce and promote contracts that regularly lead to closed sales for customers

Be able to **compile** and **synthesize** data from a variety of ALS Services Contracts to create new ALS Services Contracts that lead to closed sales for new customers

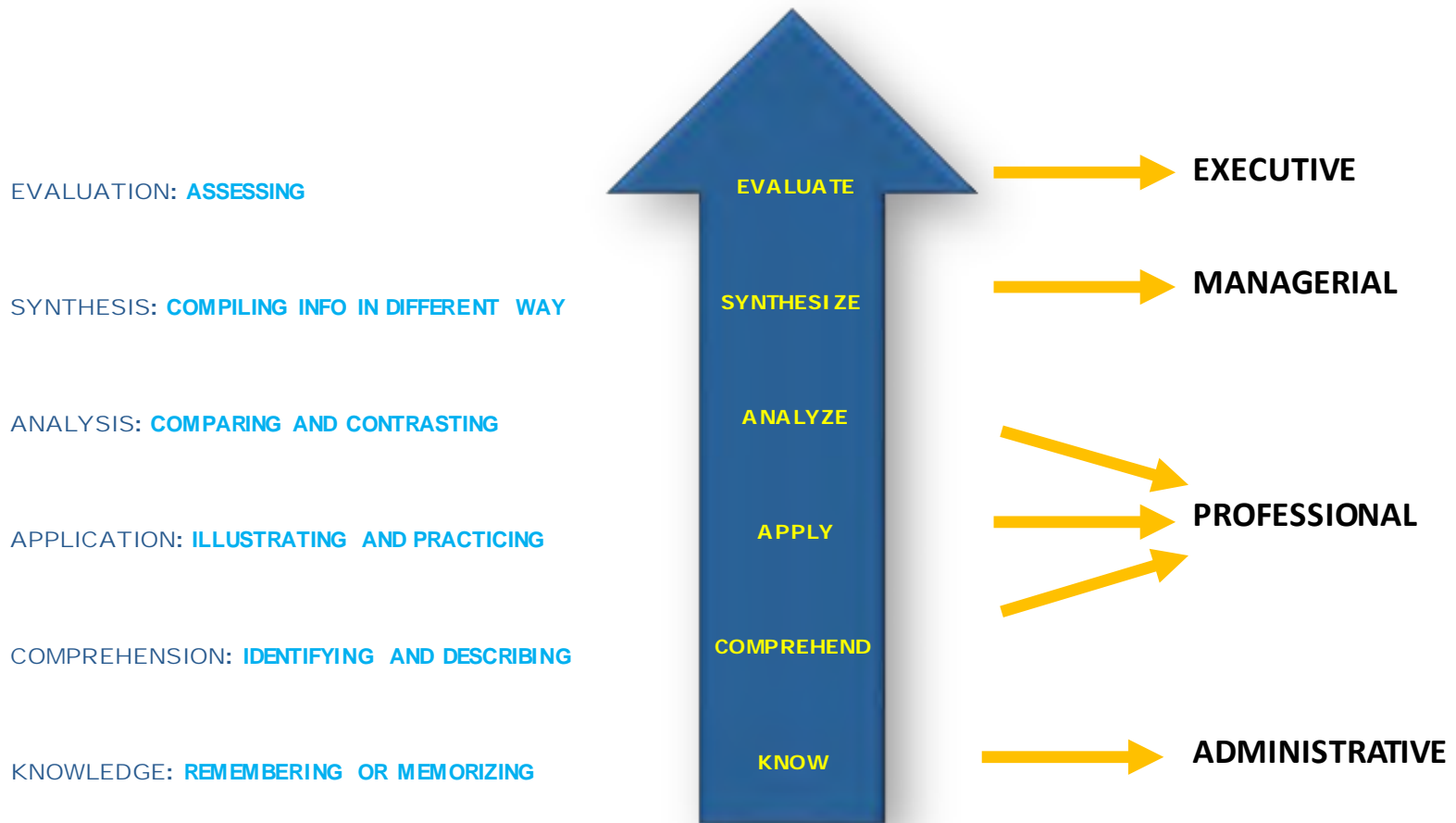
Be able to **compare** and **contrast** different types and versions of ALS Services Contracts - then - **analyze** how each contract is right for a specific deal and how they each will lead to a closed sale for a specific customer

**Apply** knowledge of ALS Service Contract structure in order to **negotiate** and **problem solve** contract issues with clients, leading to closed sales

Be able to **explain** how each of the five major sections that make up ALS Services Contracts is important and how each helps define and encompass a closed sale

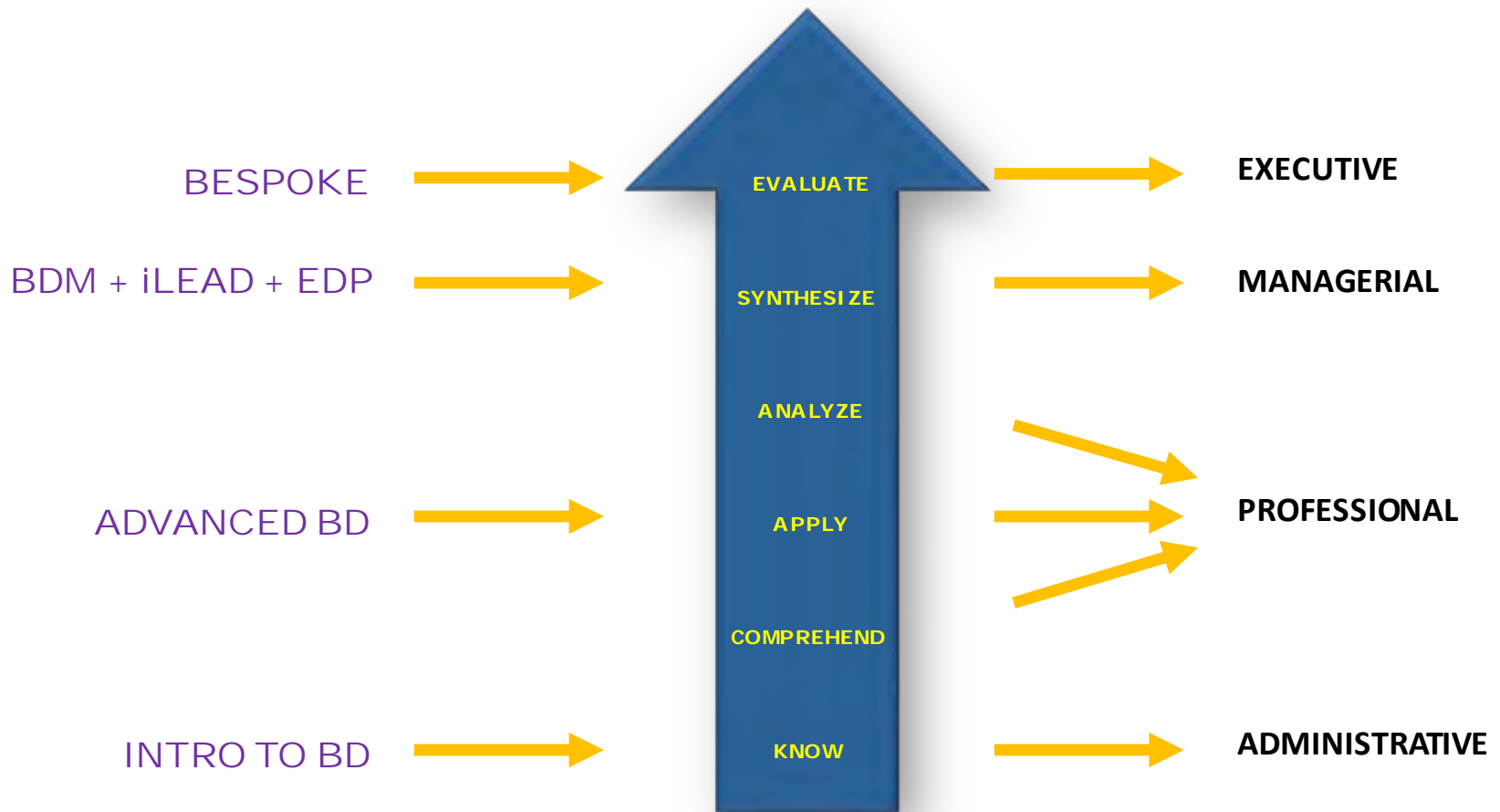
Possess **knowledge** of the five major sections that make up successful ALS Services Contracts

## Curriculum Structure - Career Path



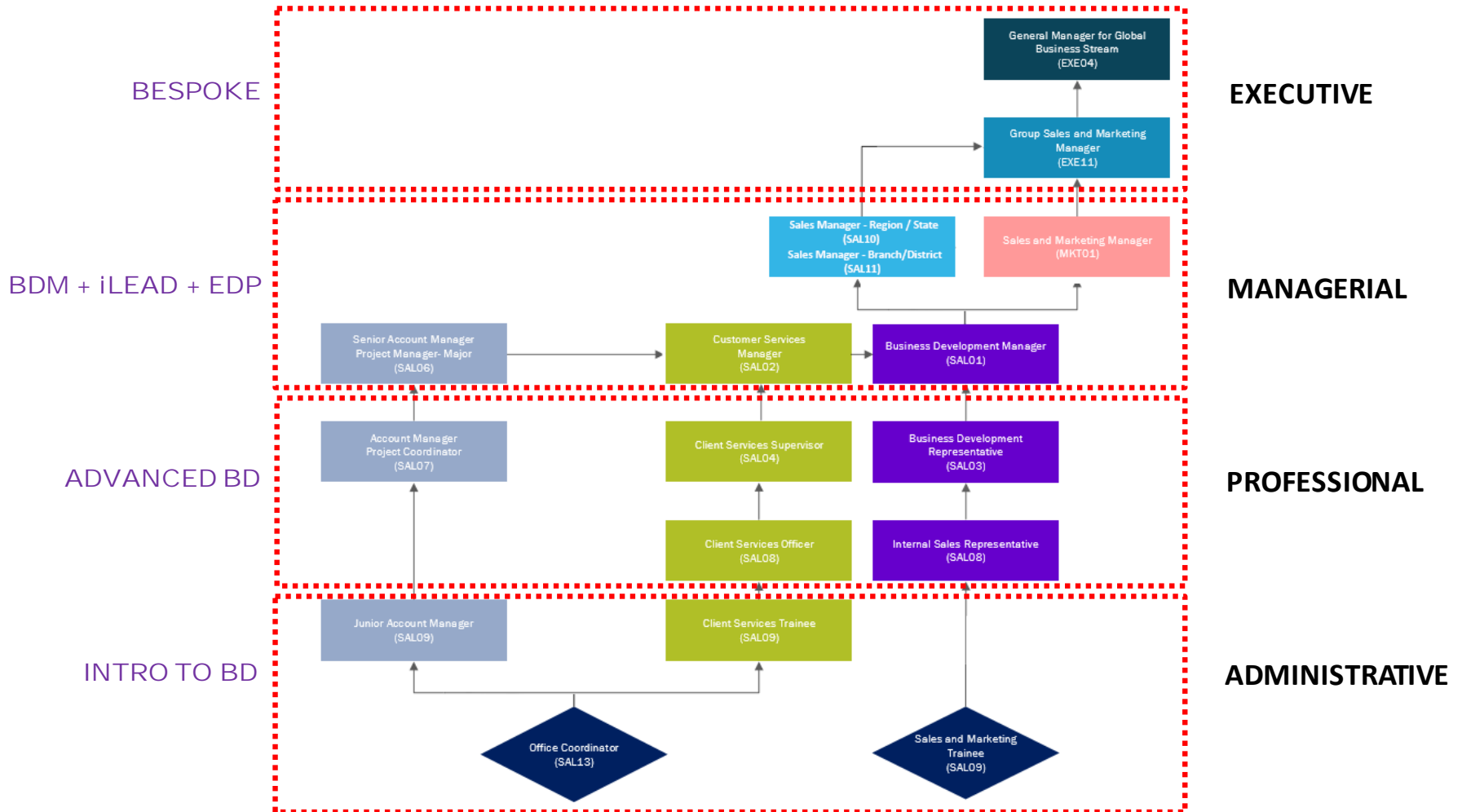


## Curriculum Structure - Career Path





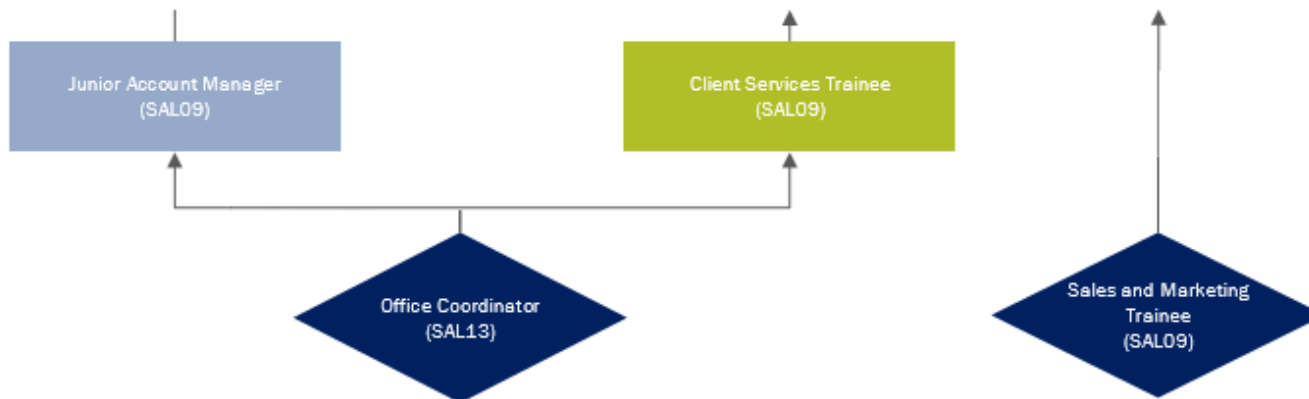
## Curriculum/ Career Path Structure



## Intro to BD – Competencies / Curriculum

KNOWLEDGE: REMEMBERING OR MEMORIZING

### ADMINISTRATIVE



## Advanced BD – Competencies/ Curriculum

ANALYSIS: **COMPARING AND CONTRASTING**

COMPREHENSION: **IDENTIFYING AND DESCRIBING**

APPLICATION: **ILLUSTRATING AND PRACTICING**

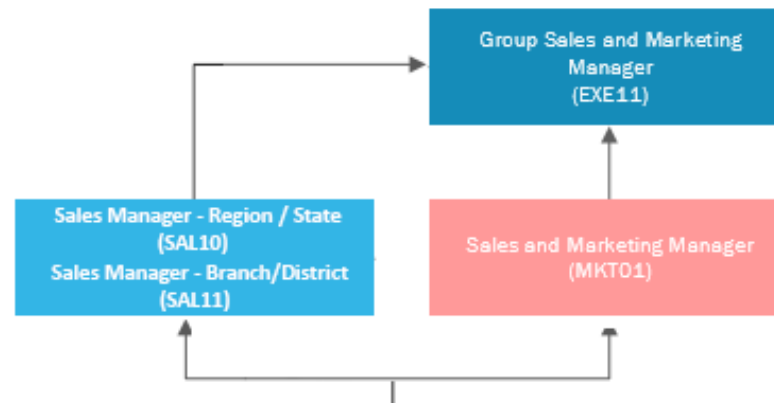
**PROFESSIONAL**



## BDM / iLEAD / EDP – Competencies / Curriculum

SYNTHESIS: **COMPILING INFO IN DIFFERENT WAY**

### MANAGERIAL



3+



## Bespoke – Competencies / Curriculum

EVALUATION: **ASSESSING**

**EXECUTIVE**



# CURRICULUM PLAN



## BUSINESS DEVELOPMENT CERTIFICATION PROGRAM

	ADMIN	PRO	MGR	EXEC
<p><b><u>SOCIAL SKILLS</u></b></p> <p>Relationships</p> <p>Interaction</p> <p>Persuasion</p>	<ul style="list-style-type: none"> <li>Understanding The Customer Relationship</li> <li>Intro To Customer Service</li> <li>Intro To Collaboration &amp; Negotiation</li> <li>Intro To Business Development</li> </ul>	<ul style="list-style-type: none"> <li>New Client Development</li> <li>Advanced Customer Service</li> <li>The Persuasion Process</li> <li>Business Development Practicum – Hands-on</li> </ul>	<ul style="list-style-type: none"> <li>iLEAD Program</li> <li>EDP Program</li> </ul>	<ul style="list-style-type: none"> <li>Bespoke Program</li> </ul>
<p><b><u>INFORMATION SKILLS</u></b></p> <p>Research</p> <p>Strategy</p> <p>Messaging</p>	<ul style="list-style-type: none"> <li>Intro To Research And Business Intelligence</li> <li>Intro To Public Speaking</li> <li>Intro To Marketing &amp; Communications</li> </ul>	<ul style="list-style-type: none"> <li>Business Intelligence Best Practices</li> <li>Mastery Of ALS Product Knowledge</li> <li>Business Development Strategy Best Practices</li> <li>Advanced Messaging For BD</li> </ul>	<ul style="list-style-type: none"> <li>iLEAD Program</li> <li>EDP Program</li> </ul>	<ul style="list-style-type: none"> <li>Bespoke Program</li> </ul>
<p><b><u>BUSINESS SKILLS</u></b></p> <p>Management</p> <p>Technologies</p>	<ul style="list-style-type: none"> <li>BD Operations Support</li> <li>Intro To ALS Internal Processes &amp; Policies</li> <li>Intro To BD Technologies</li> </ul>	<ul style="list-style-type: none"> <li>BD Technologies Lab – Hands-on Tutorials</li> <li>Social Media Lab – Hands-on Project</li> </ul>	<ul style="list-style-type: none"> <li>iLEAD Program</li> <li>EDP Program</li> <li>Business Development Management</li> <li>Region &amp; Territory Management</li> <li>Driving Performance, Achieving Targets</li> </ul>	<ul style="list-style-type: none"> <li>Bespoke Program</li> </ul>