



BUSINESS DEVELOPMENT CERTIFICATION PROGRAM

PROPOSED LIVE SYMPOSIUM – PROFESSIONAL TRACK

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CURRICULUM PLAN



BUSINESS DEVELOPMENT CERTIFICATION PROGRAM



Advanced Business Development Program Path / Competencies / Curriculum





DAY ONE – BUSINESS DEVELOPMENT

Morning Sessions

INTRODUCTION

- Keynote Speaker – Business Development

LECTURE SESSION: CLIENT DEVELOPMENT

- Researching/Building Relationships With New Clients
- Identifying/Negotiating New Opportunities
- Customer Relationships And Networking
- Fostering Successful Relationships With Customers
- Providing Customer Service And Logistics Support To Clients
- Sharing the Customer Relationship

LECTURE SESSION: MASTERY OF ALS VALUE PROPOSITION

- ALS Value Proposition Defined
- Identifying / Developing ALS's Unique Selling Propositions And Differentiators
- Targeting Its Profitable Market Developing A Thorough Understanding Of ALS Internal Teams, People And Capabilities
- Knowing And Assessing ALS Competition

Break

BUSINESS DEVELOPMENT PRACTICUM – HANDS-ON

Hands-On Lab: Building Mastery In Formulating, Negotiating, Managing, And Evaluating Alliances

- **Interactive Exercises: Landing Business Through Negotiation**
 - Using A Variety Of Negotiation, Influencing And Conflict Resolution Skills And Styles To Persuade And Negotiate Appropriately
 - Handling Objections By Clarifying, Emphasizing Agreements And Working Through Differences To A Positive Conclusion
 - Cross-Selling ALS Services across Business, Regional and Industry Streams – Hands-on Exercises
 - Negotiating The “Yes” Then Asking For More In Sales Pitches

Lunch

Afternoon Sessions

LECTURE SESSION: BUSINESS DEVELOPMENT PROCESS

- What Excellent Sales, Negotiation And Presentation Skills Look Like
- Holding Masterful Sales Conversations
- Engaging In Consultative Selling / Engaging In Collaborative Selling With ALS Team Mates
- Developing A Solution That The Client Agrees Brings Value And Solves The Problem
- Estimating Costs For Engagement
- Participating In Customer Sales Meetings With Customers
- Earning The Right To Do Business
- Closing Deals - Getting To The Sale - Using Closing Skills – Negotiations/Handling Objections
- Selling Without Looking Like It's Selling
- Transitioning From BD To Delivery - Moving from 'Yes' to 'Done' - Handling the After-the-Sale Process
- Setting Realistic Expectations With Clients
- Capturing Everything – All Knowledge And Details
- Documenting Business Development Activities
- Wrapping Up Delivery
- Tracking Successes And Failures
- Awareness Of Common Mistakes And What To Do Instead

Break

BUSINESS DEVELOPMENT PRACTICUM – HANDS-ON

Hands-On Labs: Building Mastery In Formulating, Negotiating, Managing, And Evaluating Alliances

- **Interactive Exercises: Developing Techniques For Pitching ALS Services To Customers**
 - Role Playing: Client Decision Makers vs. ALS Practice Leaders/Principals
 - Pitching Lab – Hands-On: Performing Sales / Cold Calls To Meet Business Development Goals
 - Developing, Delivering & Closing Sales Pitches
 - Leads Lab – Hands-On: Opportunity Identification And Qualification Process
 - Gathering the tools
 - Researching Generating Qualifying Managing Following Up on Leads

EVENING ACTIVITY

GROUP COCKTAIL HOUR

Meet Subject Matter Experts

- Keynote Speaker

DAY TWO – BUSINESS INTELLIGENCE

Morning Sessions

INTRODUCTION

- Keynote Speaker – Business Intelligence

LECTURE SESSION: BUSINESS INTELLIGENCE - BEST PRACTICES – Part 1

- **Business Sector Database**
 - Business Sector Database - Research And Maintenance
 - Collecting, Analyzing And Synthesizing Information To Segment And Target Customers
 - Identifying And Capturing New Business Leads In Specific Business Sectors
 - Assessing Local And Regional Business Opportunities
 - Using Information Obtained In “Opportunity Identification And Qualification Process” To Make Intelligent Decisions Concerning Viable Business Prospects

Break

LECTURE SESSION: BUSINESS INTELLIGENCE - BEST PRACTICES – Part 2

- **Sales Forecasts**
 - Sales Forecasts - Research, Creation And Use
 - Understanding ALS Goals And Purpose That Enhance The Company’s Performance
 - Using Research To Set Milestones, Tactics And Metrics
- **Prospecting**
 - Prospecting and Qualifying That There Is A Real Opportunity
 - Gating Prospects Through BD Process And Pipeline
- **Educating**
 - Establishing And Managing The ALS BD Process
 - Getting All Stakeholders On Board
 - Determining Who To Sell To - Talking To The One Who Can Spend The Money

Lunch

Afternoon Sessions

LECTURE SESSION: BUSINESS INTELLIGENCE - BEST PRACTICES – Part 3

- **Customer Analytics**
 - Gaining An In-depth Understanding Of New Forms Of Customer Data
 - Using Customer Research & Data To Check Profitability Per Customer
 - Interviewing Current Customers To Assess Satisfaction With ALS Services
 - Developing And Managing Strategic Account Plans To Expand Sales
 - Understanding ALS Customer Buying Patterns & Trends & Forecasting Customer Purchasing Behavior
- **Providing Advice To Senior Management**
 - Assessing Market Satisfaction And Providing Feedback To Management

Break

BUSINESS INTELLIGENCE PRACTICUM – HANDS-ON

- **STEP 5: CONTRACT**
 - Pricing ALS Services, Confirming Value
 - Developing Offers That Sell
 - Writing Strong Proposals, Quotations, Tenders and Contracts For A Win-Win With The Customer
 - Delivering Proposals, Quotations, Tenders and Contracts On-Time
 - Following Up

EVENING ACTIVITY

GROUP DINNER

- Meet Subject Matter Experts
- Keynote Speaker

DAY THREE – BUSINESS MESSAGING

Morning Sessions

INTRODUCTION

- Keynote Speaker – Business Messaging

LECTURE SESSION: ADVANCED MESSAGING FOR BD

- **Creating An Organization In Which Everyone Sells**
 - Communicating About Sales Internally As A Team
 - Communicating About Sales Externally As A Team
 - Ensuring That Marketing Drives Sales Results
- **Communicating About How ALS Is Giving Market What It Needs**
 - Communicating The Value Of ALS Services
 - Crafting Compelling ALS-Specific Sales & Marketing Messages
 - Selecting The Best Marketing Techniques For Specific Client Sales Efforts
 - Researching Marketing Opportunities
 - Choosing Marketing Channels
 - Creating Marketing Programs
 - Creating Marketing Calendars

Break

ADVANCED MESSAGING PRACTICUM – HANDS-ON

- **Measuring Marketing Effectiveness**
 - Ensuring The Quality Of Information Produced Is Befitting Of A Market Leader
 - Review of Quotations, Tenders, Company Literature
 - Creating & Managing Marketing Literature, Collateral And Content
 - Hands-on Lab: Quarterly Newsletter Suitable For A Range Of Clients
 - Hands-on Lab: Technical Bulletins

Lunch

Afternoon Sessions

LECTURE SESSION: BD TECHNOLOGIES

- **ALS BD Software Procedures**
 - Customer Relationship Management (CRM) Software
 - Project Management Software
 - Microsoft Tools
 - SharePoint
 - Office (Word, Excel, Outlook)
 - PowerPoint
 - Online Meeting Software
 - Skype
 - WebEx

Break

ADVANCED SOCIAL MEDIA – LECTURE SESSION & HANDS-ON LAB

- **Lecture: BD-Focused Digital Marketing and Social Media**
 - In-Depth Social Media Marketing Strategy
 - Social Media Datamining for BD
- **Hands-on Lab: Using Social Media Mobile Apps & Tools**
 - Internet Explorer – Web Searches That Pay Off
 - Twitter - Create & Use Account to Support and Promote ALS Sales Efforts
 - Facebook - Create & Use FB Page to Support and Promote ALS Sales Efforts
 - LinkedIn - Develop Sales-Oriented Profile & Data mine
 - InstaGram - Create Account to Support and Promote ALS Sales Efforts
 - YouTube - Create YouTube Page / Video Production for BD

CONCLUSION

- Keynote Speaker – ALS Big Picture



COSTS

LOGISTICS

- **FACILITIES**
 - TO TAKE PLACE AT ALS PROPERTY
 - AV SUPPORT – ALS IT PERSONNEL

- **FACILITATORS**
 - PLANE FARES
 - RENTAL CARS (?)
 - HOTEL ROOMS (THREE NIGHTS)
 - FEES

- **STUDENT TRAVEL (x20)**
 - PLANE FARE
 - RENTAL CAR
 - HOTEL ROOM (THREE NIGHTS)

- **MEALS (CATERED IN)**
 - CONTINENTAL BREAKFASTS
 - LUNCHEs
 - EVENING ONE - COCKTAIL HOUR
 - EVENING TWO - DINNER

- **MATERIALS**
 - THUMB DRIVES WITH PDFS (PRODUCTION)
 - CERTIFICATES
 - GOODY BAGS

FOLLOW-UP

RETENTION AND ONGOING PRACTICE

- **YAMMER ONLINE PORTAL**
 - LIKE FACEBOOK
 - SUBJECT MATTER EXPERT BLOGGING, ACTIVITIES, LIVE PRESENTATIONS
- **COACHING BY GENERAL MANAGERS / MANAGERS**
 - ON THE JOB TRAINING PROGRAM
- **MICRO LEARNING**
 - SHORT 30-SECOND “COMMERCIALS” “ADVERTISING” LEARNING OBJECTIVES FROM MATERIAL
- **PODCASTS**
 - SUBJECT MATTER EXPERT BLOGGING, ACTIVITIES, LIVE PRESENTATIONS