



أكاديمية الزمالة  
العربية البريطانية



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Arab British Academy Fellowship  
A.B.A.F





# Certified Business Development Professional

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## Course Outline

- **Business development: overview and best practices**
  - Business development: definition and scope
  - Account analysis and qualification: an overview
  - The new landscape of account management and BD
  - Understanding the buy-sell ladder model
  - Client classification: building an ideal client profile
  - Understanding and working the customer loyalty ladder
- **The business planning process**
  - Using the STAR business planning process:
  - Strategic analysis
  - Targets and goals
  - Activities
  - Reality check
  - Conducting customer surveys to identify important service criteria
  - Preparing an account development plan
  - Building client chemistry with F.O.R.M.
- **Re-defining your processes for breakthrough results**
  - Reviewing the selling process
  - The selling process
  - Functional product/service/company knowledge
  - Unique and distinctive selling points
  - The sales competitors analysis form
  - Re-engineering your team selling process to avoid mistaking motion for action
  - The value-added selling process
  - A simple framework for developing new business



- Create and deploy weapons
- Your best friend: the phone
- Creating a client-centered code of conduct (DART model)
- Designing and implementing key performance indicators
- Creating a balanced scorecard (business performance audit)
- **Effective negotiation skills**
  - The definition of negotiation
  - Some negotiation philosophies
  - The difference between persuading and negotiating
  - The five stages of the negotiation process
  - The critical rules of negotiation
  - The phases of the purchasing decision
  - Establishing relative importance of differentiators
  - Influencing decision criteria
  - Vulnerability analysis
  - Workshop: completing your negotiation plan
- **Building and leading the business development team**
  - Stages in team formation
  - Building a high performance team
  - Defining team roles
  - The team motivation mix
  - Management versus leadership
  - Practices of exemplary leaders (industry practices)
- **Writing business proposals that sell**
  - Writing a typical business proposal
  - Formatting tips and tricks for winning proposals
  - The process of developing successful project proposals
  - Workshop: creating your own project proposal



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