

# Essential Skills for Business Development Managers

(5 day course)



SHMAILAN

## COURSE OBJECTIVE

To provide participants with the essential skills, attitudes and approaches to enhance sales performance, quality and profitability.

## AUDIENCE

### Who does this training benefit :

Individuals looking to improve their ability to develop business

- Sales Staff
- Business Development Managers
- Marketing Staff
- Account Managers

### Course Prerequisites :

None

### Workshop Structure :

- Theory supported by examples
- Case study
- Practical group exercises
- Supporting training material is provided to each participant

### Timing :

9.00am to 1.00pm\*

Refreshments and a one hour lunch break is provided

\* Hours can be flexible based on client needs

### Location :

Four or Five Store Hotel in Dubai\*  
Details provided upon registration

## Course Benefits

- Better understand of your role as a business development manager
- Know who to find out what customer needs are
- Learn about different behavioural styles
- Have more confidence your abilities
- Improved communication skills
- Improved interactions with customers
- Increased productivity

# Essential Skills for Business Development Managers - Course Review

## What You Will Learn

- Learn the stages of a sales call and how to successfully execute each stage
- Target the right caliber of prospects and generate sales
- Improve communication skills for maximum effectiveness
- Understand the concept of Social Styles and how to profile customers
- Learn how to clearly identify customer needs
- Do more than impress your existing customers to buy again and again
- Handle rejection more positively and productively
- Maximize personal impact and create the best possible impression
- Learn the importance of follow up
- Understand how beliefs drive buying commitment
- Closing the sale

## Course Content

<p><b>A. What is Business Development/Sales</b></p> <ul style="list-style-type: none"> <li>- Sales vs. Marketing</li> <li>- The role of the sales professional</li> <li>- Stages of the sales cycle</li> </ul> <p><b>B. Identifying potential customers</b></p> <ul style="list-style-type: none"> <li>- Market research</li> <li>- Industry associations</li> <li>- Databases</li> <li>- Customer inquiries</li> <li>- Referrals</li> </ul> <p><b>C. Effective Communication Skills</b></p> <ul style="list-style-type: none"> <li>- Verbal vs. non-verbal communication</li> <li>- Listening</li> </ul> <p><b>E. Identifying Customer Needs</b></p> <ul style="list-style-type: none"> <li>- Implied vs. explicit needs</li> <li>- Effective questioning techniques</li> <li>- Checking for understanding</li> </ul> <p><b>F. Impressing Your Clients</b></p> <ul style="list-style-type: none"> <li>- Key client information</li> <li>- An attitude of gratitude</li> <li>- Developing long term relationships</li> </ul>	<p><b>G. Handling Rejection</b></p> <ul style="list-style-type: none"> <li>- How rejection effects us</li> <li>- Why no can mean yes</li> <li>- The wisdom of "next"</li> </ul> <p><b>I. Making a Great First Impression</b></p> <ul style="list-style-type: none"> <li>- Customer perceptions</li> <li>- Moments of "truth"</li> <li>- Personal presentation</li> </ul> <p><b>J. Follow-Up</b></p> <ul style="list-style-type: none"> <li>- Why follow-up is important</li> <li>- How to effectively follow-up</li> </ul> <p><b>K. Beliefs and Commitment</b></p> <ul style="list-style-type: none"> <li>- Tangible vs. intangible needs</li> <li>- What customers want</li> <li>- Getting them to believe</li> </ul> <p><b>L. Closing the Sale</b></p> <ul style="list-style-type: none"> <li>- Getting to "yes"</li> <li>- Taking the fear out of buying</li> <li>- Closing techniques</li> <li>- Preventing buyer's remorse</li> </ul> <p><b>M. Sales Planning</b></p> <ul style="list-style-type: none"> <li>- Planning Stages</li> <li>- Implementing the plan</li> </ul>
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## CANCELLATION POLICY

Delegates can cancel in writing at any time with the following fee applicable  
 13 – 5 days 20% of training cost  
 5 – 3 days 40% of training cost  
 2 – training date 80% of training cost

## NOTIFICATION

Joining instructions will be emailed to the training coordinator 5 days in advance of the workshop date

## SCHEDULE

Essential Skills for Business Development Managers	January	February	March	April	May	June
					<b>X</b>	
	July	August	September	October	November	December
			X			

## PRICE

	US \$
Per delegate	\$2995.00

## BOOKING

1. **RESERVE** your place by emailing us at [info@sigtraining.com](mailto:info@sigtraining.com)
2. **CONFIRM** your attendance using the attached booking form

# Essential Skills for Business Development Managers

Booking Form Fax Back  
To  
**FAO INFO**  
Fax Number: 97143415352

Shmailan International Training  
P.O. Box 118485  
Dubai  
United Arab Emirates  
[www.sigtraining.com](http://www.sigtraining.com)  
Phone: 971502977030  
Email : [info@sigtraining.com](mailto:info@sigtraining.com)

Company : .....  
Address : .....  
.....  
.....Postcode : .....  
Telephone : ..... Fax : .....

## Delegate Details

Mr/Mrs/Miss/Ms. (please circle)

First Name : ..... Surname : .....

Position : ..... Department : .....

Email : ..... Telephone : .....

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Email : ..... Telephone : .....

Course : Essential Skills for Business Development Managers

Date of Workshop : .....

## Invoice Details

Company : ..... Mr/Mrs/Miss/Ms. (please circle)

First Name : ..... Surname : .....

Department : ..... Email : .....

Address : .....

PO Number..... Postcode : .....

Telephone : ..... Fax : .....

Cost of Course per delegate : .....

Number of delegates attending : .....

Total Cost : .....

Name (please print) : .....

**SIGNATURE**