



Business Development Fundamentals

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PROGRAM OVERVIEW

Overview

With products and services becoming so much more transactional and commoditised in an increasingly crowded marketplace, it is more essential than ever for business development professionals to be able to communicate real value by presenting proposals in terms of what the customer cares about. This workshop equips sales professionals to be properly prepared, to explore and develop customer needs, understand buyer behaviour and move a conversation towards a positive customer commitment by impactful benefit statements. Business developers will learn to move away from price driven sales conversations and engage in customer orientated value creation and defined business outcomes.

Who is it for?

Business development and sales teams, sales managers, staff in customer facing roles, where being able to differentiate is important. This provides an opportunity for skill development and behaviour change that will positively affect sales performance.

Duration

2 days

Delivery

Virtual workshop delivery

Work-based activities, including presentations, group work and case studies

Learning Outcomes

- Understand and implement a sales process framework to assist with better customer experiences and outcomes
- Understand the importance of preparation and create a fully executed sales call plan
- Learn to uncover and develop customer needs by asking the right questions at the right time
- Understand buyer motivators, how buying decisions are made and what customers care about
- Understand what it means to create value and communicate business outcomes
- Become more persuasive and influential with impactful benefit statements
- Identify and implement behaviours and thinking that will lessen the likelihood of objections and be more successful in a price negotiation
- Have increased confidence by learning behaviours that create more meaningful sales conversations and engagement with customers



Level 8, 3 Spring Street | Sydney NSW 2000
Level 13, 114 William Street | Melbourne VIC 3000
Level 6, 140 Creek Street | Brisbane QLD 4000
P: 1300 950 251 | E: admin@academyglobal.com
W: www.academyglobal.com



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