



PROACTIVE

New Business Development (NBD)

DESCRIPTION

A course for anyone who needs to proactively find, approach, develop and win, profitable new business now. This course was developed primarily for organisations that provide solution-based services and employ individuals who may not have a sales background but are required to source new pieces of high value business in the minimum amount of time.

COURSE DURATION

3 days

OUTCOMES

- Better recognise symptoms of excellent new business opportunities
- Leverage current relationships ethically and effectively
- Get at least 9 meetings from every 10 calls!
- Develop referrals so that you never have to make a 'cold call'
- Use a qualifying criteria that will make more effective use of your time
- Start chasing and winning profitable clients and business you can win
- Gain commitment from others using influence not coercion
- Reduce the length of your sales cycle
- Network more effectively
- Apply what is learned immediately to your business
- PROACTIVELY apply what you've learned to attract, win, and retain new business

KEY AREAS

- Understand your NBD preferences
- The NBD process
- Proactive NBD planning
- Developing a NBD criteria
- "Warm" calling
- Discovery planning and technique
- Planning and developing persuasive solutions
- Closing and compliance

METHOD

Instructor led, course discussion, video, case study team planning and individual feedback

