Certified Business Development Professional

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800 7100 (within UAE)

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Why Attend
The Certified Business Development Professional course focuses on the tools and techniques required to develop new business. Without them, sales will stagnate and profits will drop. The course also addresses ways to maximize the company’s profitability by fostering relationships with potential players and key decision makers in the market. By attending this program, business development professionals will acquire what they need to create and implement promotional drives in order to spur the company’s market prospects and design cost effective yet innovative options to boost sales.

Course Methodology
The course involves a variety of case studies and exercises to develop the right skills needed to become a successful business development professional. Group presentations and self assessment tools are also available for the same purpose.

Course Objectives
By the end of the course, participants will be able to:

- Define the main functions and best practices in Business Development (BD)
- Recognize the importance of re-defining business processes to match the ever changing market and customer requirements
- Produce clear sales and marketing differentiators to neutralize competition (value-based proposition)
- Design and use financial ratios and Key Performance Indicators (KPIs) to measure their operations’ effectiveness
- Use leadership, negotiation and power proposals to leverage their business and lead the key account team

Target Audience
Sales reps, sales supervisors and managers, and account managers who would like to professionally develop themselves by seizing business opportunities and using them to improve personal management and showcasing skills. The course also targets commercial professionals aspiring to consider every potential client as a challenge that will help their performance and their careers.

Target Competencies
- Account qualification
- Customer relationship management
- Re-engineering of commercial processes
- Customer service
- Marketing of products and services
- Business planning
- Lead generation
- Writing business proposals

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
Associations

Institute of Sales Management (ISM) : Meirc is a recognized center and an endorsed training partner for the Institute of Sales Management (ISM*). This endorsement is a badge of recognition for the high quality sales and marketing training courses offered by Meirc Training & Consulting. Upon successfully completing any of these courses, participants will be awarded an ISM Certificate in addition to the certificate they receive from Meirc Training & Consulting.

* ISM is the UK’s largest professional body for salespeople and is the authoritative voice of selling and the custodian of sales standards, ethics and best practice. The core mission of the ISM is to promote standards of excellence in sales and sales management and enhance the prestige, integrity and profile of the sales profession as a whole and to inspire sales and marketing personnel to greater heights of achievement. ISM qualifications are vocationally-related, globally-recognized and are overseen by the UK government’s regulator Ofqual so you can be sure they meet the highest standards.

Meirc Professional Certificate (MPC)

MPC certified courses by Meirc Training & Consulting are designed for those willing to challenge themselves and go the extra distance. Participants who fully attend an MPC course and successfully complete the test on the last day, will receive a Meirc Professional Certificate (MPC), in addition to the one they receive for full attendance. MPC certificates are regionally recognized and can be quite valuable when applying for more senior roles within the organization or outside.

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<th>Location &amp; Date</th>
<th>English</th>
<th>8 - 12 Sep, 2019</th>
<th>Riyadh</th>
<th>Rosh Rayhaan by Rotana</th>
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<td></td>
<td></td>
<td>3 - 7 Nov, 2019</td>
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<td>Dubai</td>
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Fees: US$ (including coffee breaks and a buffet lunch daily)

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<th>Per participant - 2019</th>
<th>US$ 5100</th>
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<td>Fees + VAT as applicable</td>
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This course is also endorsed by the Institute of Sales Management (ISM).
## Courses in Marketing and Sales

<table>
<thead>
<tr>
<th>Dates</th>
<th>Course Name</th>
<th>Language</th>
<th>Location</th>
<th>Fees</th>
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<td>28 Jul - 1 Aug, 2019</td>
<td>Advanced Digital Marketing <strong>PLUS</strong></td>
<td>English</td>
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<td>4 - 8 Aug, 2019</td>
<td>Certified Marketing Professional</td>
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<td>25 - 29 Aug, 2019</td>
<td>Core Marketing and Sales Skills for Business Professionals</td>
<td>English</td>
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<td>15 - 19 Sep, 2019</td>
<td>Sales Professional Certificate</td>
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<td>6 - 10 Oct, 2019</td>
<td>The Strategic Marketing Plan</td>
<td>English</td>
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<td>13 - 17 Oct, 2019</td>
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<td>20 - 24 Oct, 2019</td>
<td>Certified Brand Manager</td>
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<td>Digital Marketing Hands-on Masterclass</td>
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<td>Strategic Account Management</td>
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Contents are subject to change. For the latest updates visit [www.meirc.com](http://www.meirc.com)
Meirc Timeline

- **2018**: Meirc celebrates its 60th anniversary
- **2015**: Meirc relocates to its newly acquired HQ office in Bay Square, Business Bay, Dubai
- **2014**: Meirc adds PLUS Specialty Training, a new division providing technical and industry-specific courses
- **2007**: Meirc opens an office in Jeddah, Saudi Arabia
- **2004**: Meirc opens an office in Abu Dhabi, UAE
- **1997**: Meirc is the 1st training company in the region to have its own website
- **1991**: Meirc becomes headquartered in Dubai, UAE
- **1988**: Meirc celebrates its 30th anniversary with its advisory committee (Aramco, Bapco, KOC, QPC)
- **1967**: Meirc builds its own office building in Beirut
- **1958**: Meirc is founded in Beirut by the late Simon Siksek