

MASTERING BUSINESS DEVELOPMENT® WORKSHOP COURSE AGENDA AND OBJECTIVES

#	MODULE	DESCRIPTION	OBJECTIVES
1	Introduction	Introduce instructors, general information, (e.g., orientation to the venue), define training roles and responsibilities, and review the agenda.	<ul style="list-style-type: none"> • Provide course overview
2	Challenges Exercise	Business development challenges exercise.	<ul style="list-style-type: none"> • Identify participant challenges to be addressed during the training
3	12 Core Competencies	Introduction to The 12 Core Competencies of Business Development.	<ul style="list-style-type: none"> • Provide understanding of The 12 Core Competencies of Business Development • Provide an introduction to BE:KNOW:DO
4	The <u>BE</u> Components of The 12 Core Competencies	Provide an in-depth understanding of leadership and how leadership drives business development. Develop an understanding of how to separate your roles from your self-worth. Learn to separate purpose from goal.	<ul style="list-style-type: none"> • Why leadership is necessary in business development. • The characteristics of the BE components • Understanding of mission, principles and ethics • Understand how your self-worth is not dependent on your roles • The difference between goal and purpose in business development
5	The <u>KNOW</u> Components of The 12 Core Competencies	Understanding the <u>KNOW</u> Components of The 12 Core Competencies and the 4 Cornerstones of Business Development (money, technical, people/psychology and business). In-depth review of the 3 ego states, how Transactional Analysis improves your understanding of a prospect. Understanding the reasons BD professionals struggle and sometime fail. Understanding the 3 ego states (adult, parent and child). The emotional pressure of BD roles.	<ul style="list-style-type: none"> • Learning how to leverage the principles of behavioral psychology to better understand yourself and your prospects • Know the 3 ego states and how they affect both you and your client's behavior • Learn the basics of Transactional Analysis • Understand conceptual limitations and how they hold people back in BD • Know why BD professionals struggle in their role
6	How and Why People Buy	How and why people buy.	<ul style="list-style-type: none"> • Know psychologically how and why people buy
7	The <u>DO</u> Components of The 12 Core Competencies (Systems)	Understanding the <u>DO</u> Components of The 12 Core Competencies (Systems, Processes, Skills and Plans); Understanding reactive vs. proactive Business Development Processes. Basic BD terminology and BD process definitions.	<ul style="list-style-type: none"> • Know why a BD process is needed • Learn the difference between a proactive vs. reactive BD process • Understand the components of a proactive Government Services BD model • Learn the difference between data & HUMINT®
8	Introduction to the (OI&Q) ⁱ Phase, Opportunity and Intel Funnels	The Early Shaping Opportunity Identification & Qualification (OI&Q) ⁱ Phase. Guidelines for the opportunity pipeline and intel funnel. Introduction to the Client Engagement Process.	<ul style="list-style-type: none"> • Intel Funnel vs. Opportunity Pipeline • Guidelines for the Opportunity Pipeline/Intel Funnel • Know how to identify the difference between suspects and prospects

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COURSE AGENDA AND OBJECTIVES

#	MODULE	DESCRIPTION	OBJECTIVES
9	Introduction to the MBD ⁱ HUMINT® Client Engagement Process	Introduction to the 4 Phases of the MBD ⁱ HUMINT® Client Engagement Process.	<ul style="list-style-type: none"> • Provide an overview of the 4 Phases of the MBDⁱ HUMINT® Client Engagement Process
10	Phase 1 of the MBD ⁱ HUMINT® Client Engagement Process: Homework before the call	Phase 1 of CEP. Cover how to develop intel gathering and shaping plans, call plans and the value of human intelligence vs. data in decision making.	<ul style="list-style-type: none"> • Know how to evaluate an opportunity • Know how to document an intel gathering plan • Know how to document a call plan
11	Phase 2 of the MBD ⁱ HUMINT® Client Engagement Process: Preparing for a call	Phase 2 of CEP. Covers the benefits of developing questions and script prior to engaging a client or prospect, understanding the phase of the process you are in with the client and developing script to successfully get past gatekeepers.	<ul style="list-style-type: none"> • Gain an understanding of the value of preparing for a call • How to take control in setting appointments • How to leave effective voice mails • How to make the initial contact • The value of practice, drill, rehearse
12	Phase 3 of the MBD ⁱ HUMINT® Client Engagement Process: Executing the Call-Establishing Trust	Phase 3 of CEP. Covers the development of script for establishing trust and respect. Includes bonding & positioning, rules, rights and responsibilities of the relationship and the development of purpose and goal statements. Understand the difference between being purpose or goal driven.	<ul style="list-style-type: none"> • Know why a purpose statement is important and how it differs from goals • Know how to write a purpose statement • Understand the psychological aspects of bonding and positioning and develop script questions for bonding and positioning • Understand the benefit and need to establish the rules of the relationship • Develop script questions for bonding, rules rights and responsibilities
13	The <u>DO</u> Components of The 12 Core Competencies- Listening and Questioning skills	Covers an introduction to active listening and the key questioning skills needed for intel gathering. The critical BD skills are reversing, Socratic questioning, nurturing, the dummy curve and negative reversing.	<ul style="list-style-type: none"> • Learn why active listening is so difficult • Learn the questioning skills necessary for success in business development • Develop script questions for each of the questioning skill areas
14	Phase 3 of the MBD ⁱ HUMINT® Client Engagement Process: Executing the call-Diagnostic Interview	CEP Phase 3 – The Diagnostic Interview covers how to ask permission to ask questions, the development of diagnostic interview questions and how to qualify and shape an opportunity based on problem definition and the information gathered.	<ul style="list-style-type: none"> • Know how to ask permission and then conduct a diagnostic interview • Know how to develop diagnostic questions • How to shape the opportunity based on the intel gathered
15	Phase 3 of the MBD ⁱ HUMINT® Client Engagement Process: Executing the call-Confirming Financial Ability to Invest	CEP Phase 3 – covers how to confirm financial ability to invest in purchase, how to determine who, when and how the buying decision is to be made and when and how to give a presentation.	<ul style="list-style-type: none"> • Know when and how to discuss financial and decision making aspects of a purchase • Learn how to avoid giving premature, unfocused or forceful presentations • Learn how to shape budget considerations • Learn how to identify all direct and indirect decision makers
16	Phase 4 of the MBD ⁱ HUMINT® Client Engagement Process Documenting the call	Covers the importance of documenting call reports, evaluating the information gathered to make changes to the intel gathering/ shaping plan and how to use the information to make informed business decisions.	<ul style="list-style-type: none"> • Know why call reports are important • Understand how to utilize and share the intel gathered

