



Win Early. Win Often.

Mastering the Art of Business Development

Online Business Development Training
for Fresh Starters to Seasoned Professionals

The Challenge of Change

Change is happening at an accelerated pace, making it vastly more difficult to lead with vision. The test for business development leaders is being able to pivot to, and embrace, new ways of doing things. This course will do just that.

Course Overview

Mastering the Art of Business Development

4 challenging, instructor-led, participant-centered sessions with real-world application

Classes facilitated by tenured, senior-level professionals

Addresses BD challenges through group and individual exercises

Session 1: The Role of Professional Business Development

- Introduction to the 12 Core Competencies
- Purpose Driven Leadership
- Understanding Principles, Mission & Ethics
- Mechanical and Conceptual Limitations
- Intro to Transactional Analysis (The Three Ego States)
- Psychological Pressure of a BD Role
- Challenges in the Business Development Role
- Role Identity vs. Self Identity
- Understanding How Your Self Worth is Not Dependent on Roles
- Understanding Why People Buy vs. Selling

Session 2: Internal and External BD Processes

- Why You Need a BD System or Process
- BD Terminology
- Proactive vs. Reactive BD Opportunity Identification
- Internal vs. External Processes
- Early Disqualification and Pain Funnel
- Why Disqualify Opportunities
- Early Shaping (OI&Q)ⁱ Phase Benefits
- Tracking Opportunities, Prospects and Intel


Session 3: The HUMINT[®] Client Engagement Process

- Introduction to the HUMINT[®] CEP
- Why You Need a HUMINT[®] CEP
- Phase 1 – Homework Before the Call
- Opportunity Assessment, Intel Gathering and Call Plan
- The Difference Between Intel & Data
- Phase 2 – Preparing for the Call
- Trust and Respect Script Development: Purpose and Goal
- Negotiating Rules, Rights & Responsibilities (RRR)
- Phase 3 – Executing the Call
- Bonding & Positioning Script Development
- Phase 4 – Post Call

Session 4: Uncovering Client Pains (*Skills, Techniques & Role Play*)

- The Art of the Interview
- Guidelines for the Diagnostic “Pain” Interview
- Intel Gathering Skills
- Asking Permission to Interview for Pain
- Interviewing & Qualifying Skills
- Most Frequent Mistakes of the Diagnostic Interview
- Socratic Dialogue and Reversing Process
- Bonding & Positioning Techniques
- Reading the Radar
- Application & Role-Play Simulations



Course Title:	An Executive Workshop on Mastering Business Development®
Developer:	
Course Fee:	AUVSI Members: \$2,300 Non-members: \$2,600
Course References:	Winning Conversations: Mastering the Art of Business Development
Course Hours	12
Live Course Dates/Times:	<p><u>All participants are expected to attend all four LIVE sessions</u></p> <ul style="list-style-type: none"> • Thursday, March 30, 2023, from 1:00 pm – 4:00 PM EST • Friday, March 31, 2023, from 1:00 pm – 4:00 PM EST • Monday, April 3, 2023, from 1:00 pm – 4:00 PM EST • Tuesday, April 4, 2023, from 1:00 pm – 4:00 PM EST
Course Description:	<p>The Mastering Business Development® Executive Workshop is an education and professional development program focusing on the thinking, process, and discipline required for professional Business Development. This 16-module, four session, virtual workshop fosters participants' understanding of the core competencies required for success in a Business Development or Client Engagement role.</p> <p>Business Development and Client Engagement are primarily relationship development and intelligence gathering processes. Participants will learn how to leverage the principles of behavioral psychology to identify valid prospects and pipeline opportunities, effectively qualify them and develop win-win business relationships for their organizations, their clients and themselves.</p> <p>This interactive, participant-centered virtual workshop introduces the MBDi Business Development Process with its early shaping Opportunity Identification & Qualification (OI&Q)ⁱ Phase and the HUMINT® Client Engagement Process. The MBDi Business Development Process goes beyond techniques and tactics to provide an integrated and complete methodology resulting in an upward impact on revenue generation. This workshop is designed to bring about a radical shift in participants' thinking and behavior and create a transformative experience</p> <p>Through the instructor's use of Socratic teaching techniques, participants will acquire the knowledge, thinking, skills and discipline required to proactively engage clients from a strategic hunting, organic farming, or program management perspective. Participants have described this workshop as a career-transforming experience.</p>

Course Objective(s):	<ul style="list-style-type: none"> • Explore concepts of self and role identity and how to differentiate between goals and purpose in professional and personal life. • Learn how to deal with rejection, risk-taking, and failure and gain a better understanding of the importance of leadership, integrity, and character in developing business. • Acquire a better understanding of the psychology of human behavior and how it applies to your own self-knowledge and understanding of other people. • Gain fundamental knowledge of a disciplined MBDi Business Development Process and how the rules of the relationship are established to connect with customers and stakeholders on a deeper level. • Discover how to control the client interview process and gain valuable insights into how and why people buy. • Learn new methods to proactively qualify and disqualify prospects and acquire high impact skills for diagnosing the issues and motivations that drive customers buying behavior. • Learn a proven 4-Phase Client Engagement Process (CEP) that produces high value, human intelligence that drives Opportunity Identification & Qualification (OI&Q)ⁱ and early shaping of opportunities. • Learn account, intel, and call planning along with script development and role playing of specific client calls using real-word case studies.
Speakers	<u>Carla Caputo-Searcy - Executive Member, MBDi Mastering Business Development, LLC</u>
Lessons Overview	<p>Thursday, March 30, 2023, from 1:00 pm – 4:00 PM EST</p> <p>Introduction</p> <ul style="list-style-type: none"> • Understanding the role of Business Development • Difference between strategic vs. tactical thinking (Right vs. Left Brain) • Learn the thinking and behavior in Business Development that drives bottom line results • Help identify what participants know and don't know about business development <p>Business Development Challenges and Needs</p> <ul style="list-style-type: none"> • Identify and explore the challenges participants are experiencing around their work and their customers. • Understanding intellectual challenges vs. emotional pain • Differentiating between mechanical and conceptual (psychological) limitations. <p>12 Core Competencies of Business Development</p> <ul style="list-style-type: none"> • Provide an understanding of the 12 Core Competencies of Business Development • Introduction to the three pillars of Business Development Success - BE: KNOW: DO • Learn how your thoughts, beliefs and values about principles help anchor you in your role as business developers

The BE Components of the 12 Core Competencies

- Why leadership is important 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 purpose and goal in business development

The KNOW Components of the 12 Core Competencies

- Learn 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.
- Basics of Transactional Analysis
- Understand conceptual limitations and how they hold people back in Business Development
- Know why Business Development professionals struggle in their role

The Psychology of How and Why People Buy

- Know psychologically how and why people buy. Introduction to the buying decision formula

Friday, March 31, 2023, from 1:00 pm – 4:00 PM EST

The DO Components of the 12 Core Competencies (Systems)

- Know why a business development 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 and HUMINT® (Human Intelligence)

Introduction to the (OI&Q)ⁱ Phase, Opportunity, and Intel Funnels

- Intel Funnel vs. Opportunity Pipeline
- Guidelines for the Opportunity Pipeline/Intel Funnel
- Know how to identify the difference between suspects and prospects.

Introduction to the MBDi HUMINT® Client Engagement Process

- Provide an overview of the 4 Phases of the MBDi HUMINT® Client Engagement Process (CEP)

Monday, April 3, 2023, from 1:00 pm – 4:00 PM EST

Phase 1 of the MBDi HUMINT® Client Engagement Process: Homework Before the Call

- Know how to evaluate an opportunity
- Know how to document an intel gathering plan
- Know how to document a call plan

Phase 2 of the MBDi HUMINT® Client Engagement Process: Preparing for a Call

- Gain an understanding of the value of preparing for a call
- How to take control in scheduling appointments
- How to leave effective voice mails
- How to make the initial contact with the prospect or client
- The value of practice, drill, rehearse

Tuesday, April 4, 2023, from 1:00 pm – 4:00 PM EST

Phase 3 of the MBDi HUMINT® Client Engagement Process: Executing the Call - Establishing Trust

- Know why a purpose statement is important and how it differs from goal
- 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.

The DO Components of the 12 Core Competencies – Listening and Questioning Skills

- 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

CEP Phase 3 – The Diagnostic Interview

- 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

CEP Phase 3 – Confirming Financial Ability to Invest

- 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

Phase 4 of the MBDi HUMINT® Client Engagement Process – Documenting the Call

- Know why call reports are important
- Understand how to utilize and share the intel gathered