



Business Development Skills for the Small Professional Services Firm

The instructor's goal is to help those in technical service professions to grow their business. Most business owners start a business because of their technical expertise but few have the knowledge necessary to grow the company to the next level. Such uncertainty can become debilitating and stressful. A reference book will be provided with this course that encapsulates over 25 years of hands-on business development and marketing experience.

This interactive class will provide actionable, valuable insights into the business development and sales process that can be applied immediately. The student will finish the class with a practical guide for a defined step-by-step business development process. The knowledge gained applies to any business wanting to grow by procuring new business opportunities. There is no attempt to overwhelm with theory and unnecessary sales hype.

This course will be helpful for the business owner, business development specialist, sales and marketing manager, staff professional, or employee in a company that provides technical professional services. What you learn will take the trial and error out of your marketing efforts and allow you to work smarter. Wisdom is learning from another's experiences.

Session I

The Basic Principles of Business Development
Becoming a Rainmaker
Developing the Business Development Plan
Networking Skills
Using the Telephone as an Effective Tool
The Introductory Client Meeting

Session II

Building Client Loyalty
Creating a Selling Proposal
The Short-list Presentation
Speaking and Technical Presentations
Internet based Marketing
Time Management

The Professional Development Institute

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