

Business Development Academy

PROVIDING BESPOKE TRAINING AND COACHING PROGRAMMES

BDC's Business Development Academy will:

- Increase effectiveness of sales cycle and conversion rates
- Provide an ongoing training and development programme for directors, senior managers and employees
- Provide staff with techniques to improve soft skills, especially reinforcing existing talents
- Boost self esteem and positive focus to create a "can do" attitude
- Create a customer service focus to build stronger relationships and ongoing sales
- Provide a mechanism for team building and reinforcement of company culture



Advanced Communication Programmes

Intelligent Performance Coaching - helping business owners and key staff to improve their performance at work



Six Elements to a Successful Sale - improve sales cycle to increase conversions and ROI

Making an Impact - win more business and achieve greater results from your interactions with other people

Maximising Your Time - free up more time to achieve greater results

Highly Effective People Manager - create a more motivated and productive workforce

Engaging Presentations - deliver effective and memorable presentations

Effective Telesales - all the tricks of the trade to generate more appointments



To find out more call 01903 821950

Our unique Intelligent Performance Coaching (IPC) programme is designed to help business owners and key executives make positive changes to their performance at work, thereby ensuring greater results in the areas that matter the most.

The IPC Programme will help you to:

- Inspire, influence and lead others
- Find new ways to approach everyday tasks which will make you more efficient
- Deal with situations and interact with people more effectively so you get better results
- Discover alternative methods of weighing up challenges so you improve your problem solving and decision making abilities
- Learn more about yourself and how you operate so you can raise your own level of success
- Experience greater levels of confidence, motivation and focus



Academy Courses

All of the Business Development Academy's courses are tailored to fit your company's requirements and are designed to Increase Sales, Improve Customer Relationships and Boost Staff Confidence and Motivation

Six Elements to a successful sale

Want to develop a consultative approach and win more business?

- Ask the right questions to uncover customer needs
- Build stronger relationships with prospects and clients to increase conversions and ROI
- Understand and utilise the strategies of top performing sales people

- Identify how to structure an effective sales meeting
- Discover how to present the benefits of your business
- Handle objections if and when they occur
- Close more effectively

Making an Impact

Want more positive results from your interactions with other people?

- Develop great rapport skills and build better business relationships
- Improve your powers of influence and get more from client and internal meetings
- Increase your level of presence and raise your professional success
- Boost your confidence to increase flexibility as a communicator
- Discover new ways to interact with people and approach situations to get you better results



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Maximising Your Time

Got no time?... Want some more to achieve greater results?

- Improve your prioritisation skills so the most important things get done
- Overcome procrastination so you can achieve your goals more quickly
- Increase your focus so you can deal more effectively with interruptions and distractions
- Recognise when you need to say 'no' and take back control of your time
- Make your meetings and other appointments more productive
- Balance your work and personal life so you reduce stress and increase your effectiveness

Highly Effective People Manager

Want a more motivated and productive workforce?

- Improve your feedback skills to encourage and support your staff
- Boost staff motivation and morale and increase productivity
- Manage staff more effectively and raise levels of performance
- Recognise and reward exceptional performance to retain the talent in your company
- Delegate better and free up your time to focus on your key priorities
- Inspire others to excel

Engaging Presentations

Want to deliver effective and memorable presentations?

- Control your nerves so you can present confidently
- Structure a presentation so that it maintains the audience's interest
- Speak to the audience in their language so they receive a clear message
- Deliver with style and presence so that they remember you for all the right reasons
- Leave your audience feeling enthused and engaged so that you get positive results



Effective Telesales

Want to learn all the tricks of the trade to generate more appointments?

- Increase conversion rate of appointments made
- Improve sales process and handling of rejection
- Reduce staff turnover by improving staff knowledge and motivation
- Learn an effective structure to a telesales call
- Be able to deal with gatekeepers
- Build self confidence and motivation

All courses are tailored to meet your requirements

Available Courses: Account management, Advanced selling, Anger management, Appraisal skills, Assertiveness, Clarity, Coaching skills, Communication skills, Cold calling, Confidence, Conflict, Creative thinking, Customer service, Decision making, Delegation, Difficult situations, Executive coaching, Facilitation skills, Giving & receiving feedback, Influencing skills, Interview skills, Leadership, Learning styles, Linguistics for writing copy, Management, Meetings, Morale, Motivation, Negativity, Negotiation, Networking skills, NLP (Neuro Linguistic Programming), Objective setting, Organisational skills, Performance coaching, Personal effectiveness, Personality types, Presentation skills, Problem solving, Public speaking, Questioning techniques, Rapport, Sales management, Selling, Staff profiling, Stress management, Structured brainstorming, Team building, Telemarketing, Time management, Train the trainer, Values, Work/Life balance.



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