

# Effective Business Development



## Workshop Info

**Pricing\*** \$19,000

**Max Participants** 25

**Length & Delivery** 2-day, 2 Consultant  
In-Person or Virtual

Pricing includes customization, all workshop material, and follow-up coaching for 1-year.

*\*Talk with an IFI consultant for additional pricing, content and delivery options.*

This in-depth workshop is designed to help business development professionals understand what drives their clients, create client-focused communication and build effective champions for your organization.

## Participant Outcomes

- Understand **what drives current and potential clients**
- **Communicate clearly** to meet client needs
- Develop **customer action strategies** to build long-term customer relationships
- Effectively recognize and **explain company and competitor strengths and weakness**

## Material Covered

- Customer Relationships
- The 3-Stages of Relationship Development
  1. Understanding Customers Motivations
  2. Finding Compatibility
  3. Gaining Customer Commitment
- Effective Sales
- The Art of Persuasion & Compelling Communication

## Organizational Outcomes

- Improved sales prospect conversion
- Happier sales professionals
- Increased employee engagement
- Decreased turnover



## Just a Little Bit Better

Habits & skills form when we consistently and regularly apply principles, becoming just a little bit better one "drop" at a time.

Our training process transfers skill through:

- **Pre-workshop customization**
- **Engaging, tool-based workshops**
  - Fun, 70% exercise-based workshops
- **Regular post-workshop follow-up**
  - Follow-up for one year following training

Find out more at <https://ifitraining.com/ebd>