

CERTIFIED BUSINESS DEVELOPER (CBD) TRAINING PROGRAM

*Provided by The Business Development Guild in Collaboration
with Arizona State Schools of Engineering*



“The **First** of its kind
Business Development
Certification Program.
Elevate your game!”

The Business Development Guild's Mission is *“To be the Premier Source of Education, Coaching, and Support for the Business Development Profession.”* The Certified Business Developer (CBD) curriculum is a critical element in training current and the next generation of Business Development (BD) professionals. The curriculum is designed to take you, the BD professional, and your organization to the next level.

The benefits of obtaining your CBD include:

- Maximize Your return on Business Development Investment
- Practical Applications to Daily Activity
- Advanced Industry Knowledge
- Access to industry Experts
- Improved Communications with Your Operations Team
- Understanding Best in Class Revenue Generation

The BD Guild has partnered with the Arizona State University's Ira A. Fulton Schools of Engineering. The curriculum has been designed in 6 modules each encompassing two class sessions of 90 minutes each. Each module is the third Tuesday afternoon each month starting on May 21, 2019. Lunch is provided. The full cost for the CBD training program is \$1,800 for members and \$2,100 for non-members. For young professionals, 35 and under, the cost is only \$1,500.

The Business Development Guild

Your Voice for Business Development. Bridging the Gap Between BD and Operations

The Business Development Guild, LLC | 10645 North Tatum Boulevard, #C200-241 | Phoenix, AZ 85028

CERTIFIED BUSINESS DEVELOPER (CBD) TRAINING PROGRAM

Module 1:

Tuesday, May 21, 2019, 11:30 - 5:00 PM

Location: TBD

The Anatomy of a Chase (90 Minutes)

Instructor: TBD

Learning Objectives:

- Actual Case Study of a High-Profile Pursuit
- Teaming to Win
- Homework
- Strategy
- Differentiators
- Chemistry Challenges and Solutions
- Business Development and Operational Collaboration
- Post Award Debrief

Students will learn how to use all modules to successfully understand the origination of a pursuit and how to implement the lessons learned to turn the lead into a real, profitable project win and a client for life.

Business Development Models and Roles/Definitions (90 Minutes)

Instructor: TBD

Learning Objectives:

- Identify business models that best work for your company
- Seller/Doer
- Strategic Delivery Partners
- Business Development Led Community Outreach and Involvement
- Learn differences/nuances between Business Development and Marketing Roles
- Combo position – is it sustainable
- How Business Development and Marketing Best Work Together

Students will learn which model best fits their organization's size, budget and plan.

CERTIFIED BUSINESS DEVELOPER (CBD) TRAINING PROGRAM

Module 2:

Tuesday, June 21, 2019, 11:30 - 4:00 PM

Location: TBD

Market Research – The Fundamentals (90 Minutes)

Instructor: TBD

Learning Objectives:

- Best practices in Market Research
- Targeting the Right Clients
- Assessing Market Size
- Assessing Market Needs
- SWOT Analysis/Competitive Analysis
- Business Development and Operations Collaboration

Students will learn the newest methods to conduct market research and to create plans that are used and updated to reflect market conditions.

Business and Strategic Planning (90 Minutes)

Instructor: TBD

Learning Objectives:

- Learn different planning definitions
- Level of detail
- Best Practice
- Business Development and Operations Collaboration

Business Developers are called upon to either drive or participate in the business and strategic planning process. Learn how to get the plans off the shelf and make them work best to drive action in your organization and how to put together the best of class plans. Students will learn the best way to motivate teams to participate to create plans that work.

CERTIFIED BUSINESS DEVELOPER (CBD) TRAINING PROGRAM

Module 3:

Tuesday, July 16, 2019, 11:30 - 4:00 PM

Location: TBD

Return on Relationships / Leveraging Your Network (90 Minutes)

Instructor: TBD

Learning Objectives:

- What are the types of relationships needed to win work
- Authenticity and Leveraging points
- Understand investment in Business Development
- Identify best use of time and resource management
- Identify key client types, pursuits
- Timeline for return on relationships

Students will learn how to communicate with operations and where to spend resources to best maximize the business development investment. Learn how to communicate the timelines needed for the Business Development investment to pay off exponentially.

Project Delivery Methods (90 Minutes)

Instructor: TBD

Learning Objectives:

- Advantages/Disadvantages of JOC, CMAR, Bid, Design-Build
- Why it matters to the Business Development Professional
- Incorporating into Business Development Plan
- How it Impacts Business Development and Operational Collaboration

Students will learn how delivery methods and strategies are essential to understand how to best position your company to deliver the project and how to win work and understand the unique nature of each delivery method.

CERTIFIED BUSINESS DEVELOPER (CBD) TRAINING PROGRAM

Module 4:

Tuesday, August 20, 2019, 11:30 - 4:00 PM

Location: TBD

Budgeting and Operations in Business Development (90 Minutes)

Instructor: TBD

Learning Objectives:

- How to Create a Budget
- Communicating Budget to Team
- Tracking Budgets
- Internal Team Roles in Process
- Strategies for Companies with No Existing Budget Process

Students will learn best practices in budget creation and tracking and how best to deliver and enforce budget guidelines to your team. Learn how to anticipate hidden budget busters and to forecast accurately with fewer contingencies.

Ethics, Politics and Business Development (90 Minutes)

Instructor: TBD

Learning Objectives:

- Create an ethics standard/culture for you and your company
- What politics mean in a selection process
- How to identify hidden agendas and navigate political and ethical challenges
- How to create win-win scenarios
- Business Development and Operations Collaboration

Students will learn how to navigate political hurdles from Entering New Markets to the GO/NO GO to project pursuit and capture.

CERTIFIED BUSINESS DEVELOPER (CBD) TRAINING PROGRAM

Module 5:

Tuesday, September 17, 2019, 11:30 - 5:00 PM

Location: TBD

The Business of The Industry. How is the Money Made? (90 Minutes)

Instructor: TBD

Learning Objectives:

- Revenue Models in A/E/C
- Key Business Metrics
- Project Profit and Loss Margins
- Project Goals, Savings, Incentives
- Business Development Investment and ROI

Students will learn the business of the industry and how what business development does contributes to the bottom line. Understanding the goals of the company that business developers represent will enhance the decision making process and awareness of project and client issues with the business of construction and profits.

Know Your Leadership Style and That of Others (90 Minutes)

Instructor: TBD

Learning Objectives:

- Identify your approach to market
- Honing Your Skill Set
- Defining your value add
- Define the total experience of working with you
- Creating positive impressions
- People work with people they like and trust
- Giving back
- Doing well by doing good

Students will learn how to use their natural and authentic approach to building relationships. Instructors will help students identify their individual talents and leadership style to best serve their company, clients, and communities.

CERTIFIED BUSINESS DEVELOPER (CBD) TRAINING PROGRAM

Module 6:

Tuesday, October 15, 2019, 11:30 - 4:00 PM

Location: TBD

The DeBrief (90 Minutes)

Instructor: TBD

Learning Objectives:

- Define Objectives
- Public vs Private Sector Approaches
- Strategies to Secure True Feedback
- Business Development and Operational Perspectives, Collaboration
- Potential Pitfalls
- Long Term Relationship Benefits

Students will learn the value of the information that can be obtained during the debrief process. Instructors will share strategies that will help uncover true feedback that can be used for market intelligence, proposal improvement and growth opportunities.

Expectations and Measuring Success (90 Minutes)

Instructor: TBD

Learning Objectives:

- Communicating with Management on Goals and Objectives
- Incorporating Strategic Plan with Business Development Efforts and Tactics
- Defining Measuring Sticks
- Negotiating Compensation
- Planning for Year End Review

Students will learn and discuss the ways and means of communicating with their internal management team to establish mutual key measurements, goals and objectives that will enable long term alignment.

CERTIFIED BUSINESS DEVELOPER (CBD) TRAINING REGISTRATION

First Name: _____ Last Name: _____
Designation(s): _____ Position/Title: _____
Company/Organization: _____
Email: _____ Mobile/Home Phone: _____
Address: _____ City: _____
State/Province: _____ Birth Month: _____
Zip/Mail Code: _____ Country: _____
Business Phone: _____ Business Fax: _____

Course Information:

The Certified Business Developer curriculum consists of 6 modules. Each module is \$400 for members and \$450 for non-members. The entire curriculum, including all 6 modules, is a steal at \$1800.00 for members and \$2100.00 for non-members. Please select the module(s) you are interested in attending:

Module 1 ___ Module 2 ___ Module 3 ___ Module 4 ___ Module 5 ___ Module 6 ___

Payment Information:

___ American Express ___ Discover ___ MasterCard ___ Visa

Card Number: _____

Exp. Date (M/Y): Authentication # (3-4 digit # on front or back of card): _____

Card Authorized Name: _____

Card Billing Street Address: _____

Card Billing City, State: _____ Card Billing Zip/Mail Code: _____

Authorized Signature: _____

___ Enclosed is check # _____ in the amount of US\$: _____

Please visit our website at www.businessdevelopmentguild.com or call 602-418-3949 if you have any questions.