



IGNITE

New Business Development

Designed for those who need to look for, approach and win new business.

Proactively and effectively recognize, approach and win new business and then expand that business to gain a greater share of the customer's 'wallet'.

IGNITE is business to business (B2B) sales training where participants are introduced to the Business Development Lifecycle® and learn how to apply each step to their own opportunities.

Each step contains simple-to-apply planning models. Powerful exercises, role-plays and presentations are used throughout the course to enable participants to learn through 'doing' and receive coaching and feedback.

One of the areas that makes this course unique is how it uses the HBDI® (Herrmann Brain Dominance Instrument) thinking preference profiling tool to help participants become aware of personal 'blind spots' that may create barriers to their business development success.

COURSE OUTCOMES

- Land and expand more new business from new and existing customers
- Understand personal thinking preferences and how they impact your natural approach to developing business effectively
- Profile others and know how to adjust your approach and style appropriately
- Professionally get referrals so you never have to make a 'cold' call
- Use a Warm Call planner to maximize success in getting meetings with decision-makers
- Establish credibility
- Consultatively sell and influence through questioning
- Reduce the sales cycle by creating urgency to want to go ahead now
- Better articulate your solution value at all levels
- Be more persuasive
- Develop persuasive responses that win the business

COURSE CONTENT

Business Development Lifecycle
Whole Brain Thinking,
Communicating and Selling
Social Selling & Getting Referrals
Warm Calling
Selling Through
Questioning
Planning and Delivering Persuasive
Responses

TARGET AUDIENCE

People wanting to win new business

DURATION

2 x 2 hour virtual pre-training sessions
Followed by:
2 x 1 Day F2F instructor led training

DELIVERY

VILT + Instructor Led
Training (ILT)

