

BUSINESS DEVELOPMENT - COURSE SUMMARY



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www.totalinteraction.com/businessdevelopment

VILT Session 1 - HBDI Debrief

- Thinking preferences indicate mindset
- Your role requires a whole brain approach
- Some customers require an adjustment of your thinking style
- Some activities may not come naturally
- Use the whole brain models help you compensate

VILT Session 2 - Skills Overview

- Your skills reports show your gaps / areas to improve, develop and build on

VILT Session 3 - NBD Skills (Theory)

- Take the initiative to help people with needs you can address
- Each step requires different skills and thinking
- Approach people before 'preparation' stage
- Look / listen for changes that create need
- Referrals help maximize approach success
- Get into a habit of asking happy clients and partners
- First know who you want to get a referral to
- Get meetings without cold calling

ILT - Warm Calling (Prac) + Understanding and Responding to Customer Needs

- Warm up calls using a good referral - they help to build trust
- A consultative approach means checking needs before suggesting a solution
- Set up discovery meetings to have 'bigger picture' conversations
- Never assume you have credibility - establish it early
- Understand all areas of need (outcomes and challenges) to provide the most appropriate recommendation
- You should know about the customer's situation, so limit situational questions
- Responding is not telling - keep the communication two way
- Start communications with 'what' [you're covering], 'why' [it's important to them] and 'How' [you will cover the information]
- Check-in that you have understood their needs before making a recommendation
- Add evidence to support your recommendation
- Your body language will shout louder than your words - look for feedback