

Business Development Manager Training Content

Since a key component of this job is strategic planning, a business development manager must have thorough knowledge of the company's competitors and the marketplace. He or she will work closely with the sales and marketing departments to identify potential new clients, craft proposals, and review contracts.

- Develop a growth strategy focused both on financial gain and customer satisfaction
- Conduct research to identify new markets and customer needs
- Arrange business meetings with prospective clients
- Promote the company's products/services addressing or predicting clients' objectives
- Prepare sales contracts ensuring adherence to law-established rules and guidelines
- Keep records of sales, revenue, invoices etc.
- Provide trustworthy feedback and after-sales support
- Build long-term relationships with new and existing customers
- Develop entry level staff into valuable salespeople