RBA Business Development Planning programme outline

The Recruitment Business Academy (RBA) is one of the most respected and widely recognised training providers in the recruitment industry. We make our aim very clear: to understand you and your business, and how it ticks, providing support in the way you need it.

Duration:

One day

Course outcomes:

By the end of the course the individual will be able to:

1. Develop a proactive business development plan through research and analysis
    a. Identify, research and target a range of client groups;
2. Recognise buying and selling behaviours
    a. Understand the buyer types and consider the actions to take in order to proactively develop business opportunities
3. Implement a proactive sales plan to successfully guide the buyer through each stage of the sales cycle: Focusing on the use of:
    a. Effectively using social media as a business development tool
    b. Effective questioning
    c. Identifying tailored solutions
    d. Pre-empting and planning to overcome objections
    e. Gaining commitment
4. Review the outcomes from the business development plan and take appropriate action
    a. Establish client satisfaction levels to maximise future business opportunities

Course Content:

Develop a proactive business development plan:

Identify, research and target a range of client groups; existing, prospect and lapsed.

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- Discussion around developing market knowledge in order to target appropriate businesses and build an effective business development plan
- Complete a task in order to highlight what quantitative and qualitative research should be performed prior to any business development activity
- Complete a SWOT and PESTLE analysis on a given scenario

Recognise buying and selling variations

- Understand the various buyer types and their buying motivations
- Discussion around the most appropriate selling approaches to match the buyer type

Devise a proactive business development plan to successfully guide the buyer through each stage of the buying process

- Discussion to highlight the pros and cons of different communication channels and ensuring maximum effectiveness
- Analysis of the different questioning types and their effectiveness in business development
- Practical scenario based activity to identifying tailored solutions in keeping with the client's needs and expectations

Review the outcomes from the business development plan and take appropriate action

- Establish client satisfaction levels to maximise future business opportunities

Target Audience details:

- Recruitment Consultants who have are new to recruitment and / or those who wish to recap / refresh their selling skills
- The course is also suitable for individuals who have traditionally worked in an account management role and need to be more proactive in their approach to sales and business development.

How learning & understanding will be monitored and assessed during course delivery:

- Extensive trainer support will be provided to enhance learning application
- Practical (industry relevant) scenarios and discussion groups are used to improve accountability and compile personal and team action plans
- Commitment will be gained to on-going completion of a development report over the duration of the programme

Encouraging learning application:

- Delegate briefing pre course with line manager using course overview and personal development plan (PDP) as a template
- Final exercise on the programme will identify intended workplace actions
- Completion of Personal Development Plan (PDP) and personal action plan with line manager post course