

Growing Revenue.

New Business Development.

Overview.

The rogenSi New Business Development Program is a unique blend of strategic planning tools and communication-based selling skills. It offers a pragmatic approach to identifying new opportunities and winning business through prospective and existing clients. Participants will have more success qualifying prospects and opportunities with current clients, creating interest and accelerating the sales cycle.

Key components.

- Account planning
- Creating persuasive messages
- Creating 'desire'
- Building and maintaining rapport
- Telephone selling
- Overcoming resistance or lack of interest

Challenges addressed.

- Creating an organization's new business development plan
- Targeting, qualifying and winning business development opportunities
- Growing current clients
- Creating a persuasive and unique position for the organization

Outcomes.

- Understand their organization's strengths and weaknesses relative to each new business opportunity
- Determine an effective positioning for the company and its offerings
- Qualify prospects on revenue potential and ease of sale
- Analyze a prospect's needs and any hurdles to be overcome
- Approach prospects with compelling information
- Close the sale or get agreement on next steps to move the prospect up the selling curve.

Duration.

1 - 2 days.