

Accelerate Your Business Development Performance

Most people find Business Development (BD) hard. Few people consider themselves as naturals. For everyone else, it's often seen as an unwelcome addition to the 'day job'.

It doesn't have to be that way.

Through a combination of our specialist app to deliver content on demand together with group coaching sessions, your team will be given the knowledge, skills and confidence to become as good as they can be at BD. This is not about turning everyone into 'rain makers', but rather enabling them to be comfortable doing BD in a way that feels natural for them and part of their day to day activities.

The brownfox consultancy BD programme is based on over 15 years' experience working with professionals to raise significantly their BD skills.



HOW IT WORKS

The coaching sessions are supported by our BD app through which each individual can access the course materials, reflect on learning and capture actions. This allows participants to get more familiar and comfortable with the theory. Then, over the course of the group coaching sessions, your team will develop the skills and confidence to become as good as they can be at BD.

Once they are confident, participants are encouraged to practise skills with live prospects and contacts to embed learning.

Content on demand through our Business Development app
Group coaching to integrate and embed learning

Specialist app covering the key elements of efficient & effective BD

THE BENEFITS

- Participants work through each module at their own pace, meeting monthly to integrate learning and practice through the coaching
- Providing content on demand allows participants to get more comfortable with the theory of BD, before integrating that theory into practice during the coaching sessions and afterwards
- Coaching reinforces the learning and ensures participants can apply the skills in a way that feels authentic for them
- Introduce BD skills to your team at an early stage in their careers
- Opportunities to share and learn from peers
- Opportunities for peer to peer coaching between coaching sessions to increase support and accountability

THE OUTCOMES

- Increased skills and confidence amongst your team in carrying out BD
- More efficient and effective BD activity
- More of your team initiating and driving their own BD
- All leading to more work over time



To find out more about how to accelerate your BD skills contact us at:

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