

## Maximizing Your EASY BD On Demand Course Experience

**Welcome to EASY BD!** All of us at Client Experience Group (CEG) are absolutely delighted that you have made the decision to invest in your business development success. Whether you are early in your career progression, a mid-career professional or just wanting to refine some of your business development acumen, **EASY BD will serve as a catalyst to establish a more regular routine focusing on the areas of greatest importance and impact.**

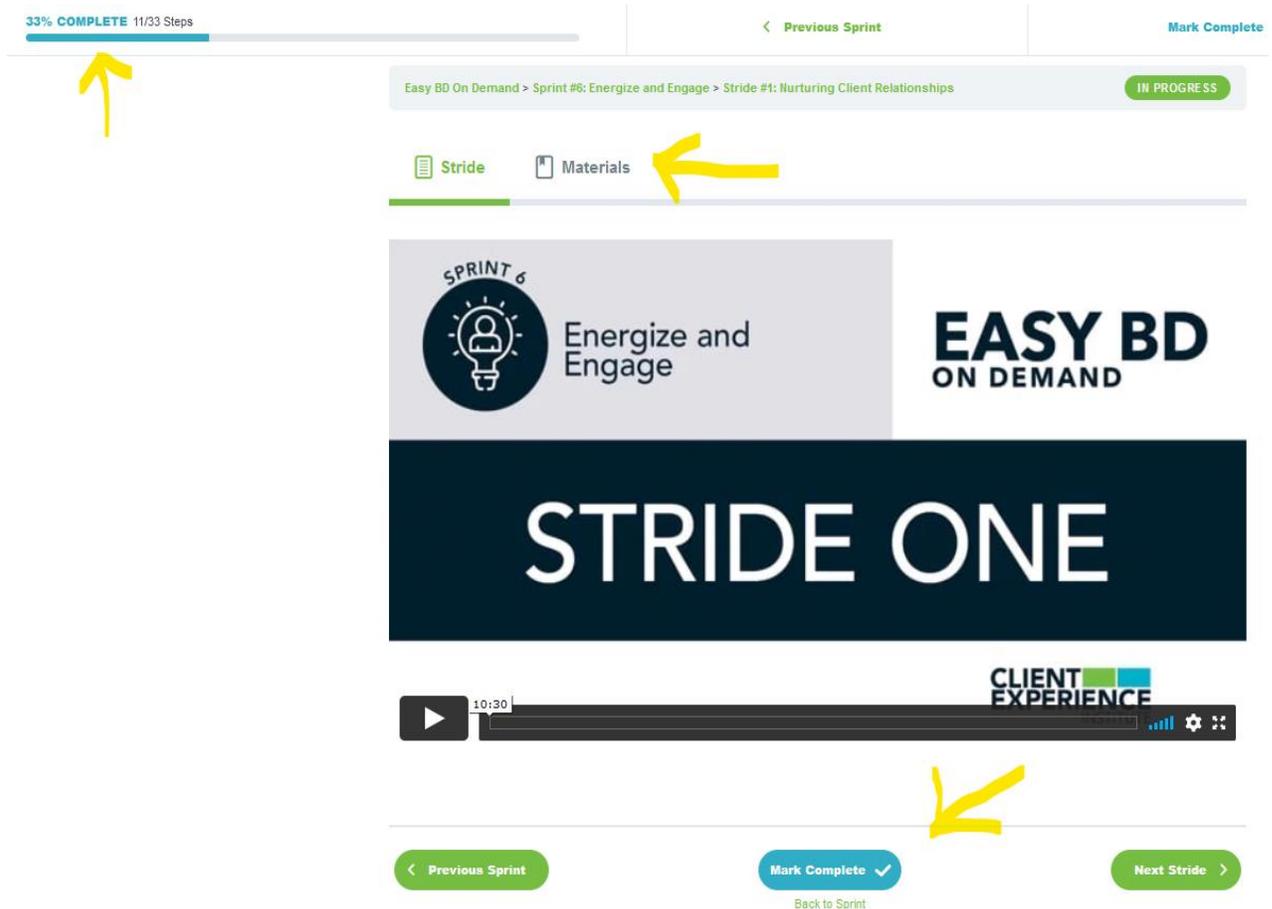
**To ensure you have a fruitful and enriching experience, please review the following items which will assist you in navigating the overall program:**

- 1) EASY BD consists of eight (8) Sprints with three (3) Strides in every Sprint:
  - a. **Sprint** = The Theme for the week
  - b. **Stride** = The Individual lessons for that week (3 per week) focused on:
    1. Clients
    2. Connections & Prospects
    3. Self-Development
- 2) Time Allotment – Set-up weekly reminders on your calendar to ensure you get in the habit of dedicating the needed time each week. Time estimation:
  - a. Each weekly Sprint will require approximately 1-hour to review all the videos and materials for the Strides of that week (~20-minutes x 3 Strides)
  - b. To complete the weekly “insights for action” items – As an on-demand self-paced program, EASY BD is designed to work with the busy professional in mind. The time to complete the action items will vary by professional based on their experience, abilities, activities they may already be doing, self-pace speed ...etc. After you view a stride/lesson, you will find it easy to determine the amount of time you require to complete the action items.
  - c. From the time you join, you will have unlimited access to all the content for a period of 180 days. You will also be able to download the materials for ongoing future use and reference.
- 3) To start EASY BD, please take 15-minutes to review the Program Introduction “WELCOME” and “Pre-Work” videos and click on the “materials” tab to download the materials (including the workbook).
- 4) Familiarize yourself with all the content by reviewing each Sprint and Stride to become acclimated with the flow of the program. As you progress through the course, please view all videos and materials associated with each weekly Sprint and its’ Strides.
- 5) We recommend that you consume the lessons and materials in the chronological order they appear in the learning management system. However, feel free to explore any of the 8 Sprints and 24 Strides if the need or desire arises.

- 6) To log in, you can gain access by:
- a. Bookmark the EASY BD log in page at: <https://clienteg.com/login/>
  - b. Go to our website at [www.clienteg.com](http://www.clienteg.com) and click on the EASY BD tab and then click on the blue button on that page labeled – Log in.

**Please make sure to log out when you exit the program.** The log out button will be located on the top navigation menu. Note: The system will time out after sixty minutes of non-use.

- 7) **IMPORTANT:** After you progress through each weekly Sprint and Strides (by viewing the videos and materials), make sure to click on the **Mark Complete** button (which appears at the bottom of each page in blue). This notifies the learning platform that you have completed that element of the program. You will notice at the top of the course pages an aqua blue progress bar which indicates what percentage you have completed of the course. There is a total of 1 program introduction, 8 Sprints and 24 Strides that you will advance through and complete. This equates to the 33 activities that the system refers to.



- 8) Do not get overwhelmed by the depth and breadth of the content. We realize that you may decide to focus on a few items and devote more time to those Strides that most resonate or that you are in more of an immediate need to invest in.
  
- 9) We have consciously created content that pertains to business development activities and techniques. Classic sales process areas like overcoming objections and closing the business are not included as part of EASY BD. Our aim is to equip you with tools, approaches and activities that will allow you to identify, select and advance opportunities in an intentional and time efficient manner to be utilized on an ongoing basis. Also, each “personal development” Stride has been carefully selected to ensure that the professional expands their mindset, acumen and understanding of themselves.

**Thank You and All the Best on Your Business Development Success!**