

EASY BD

ON DEMAND

Business Development Course

CLIENT
EXPERIENCE
GROUP

POWERED BY THE
CLIENT
EXPERIENCE
INSTITUTE

Who Has Time For Business Development? YOU DO!

Our online, on-demand business development (BD) course gives you the coaching, the tools, along with the freedom that fits your schedule to do your BD workouts.

As you know, winning or even placing in a competition takes deliberate steps. Our goal is to help you enhance your BD performance through a series of weekly workouts that we call Sprints. We want to shift the thinking about the Business Development race and give you the training, make the strides, and complete the sprints to better BD results.

BE YOUR BEST

As any top competitor knows, it takes a carefully planned strategy, ongoing training, and cadence goals to run your best race and win. Our course consists of a regimen of 8 weekly sprints that will guide you on your journey to stronger more effective BD activities:

- Setting goals
- Assessing your current connections
- Engaging relationships to ignite new opportunities
- Providing practical ways to build your BD skills and muscle
- Changing habits and celebrating progress

The Easy BD course provides a weekly series of on-demand sprints featuring two strides focused on:



CLIENTS AND CONNECTIONS



NEW BUSINESS OPPORTUNITIES



PERSONAL DEVELOPMENT

EASY BD SPRINTS



Unleash
Your
Assets



Establish
Your
Cadence



Increase
Your IQ



Expand
Your
Horizons



Extend
Your
Impact



Energize
and Engage



Express
Yourself



Power of
Endurance

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Client Engagement



Prospect Advancement



Professional Development

EASY BD contains eight weeks of practical, achievable, and enriching activities that will ignite your performance. Below are the themes included in the weekly sprints:

SPRINT 1

Unleash Your Assets



Client relationships and network connections are your most important assets. We help you unleash their value by setting goals to accelerate your BD momentum.

SPRINT 2

Establish Your Cadence



Focus is the key to finding your BD cadence. Targeting new and existing business opportunities allows you to nurture these relationships. Establishing a relevant digital presence fortifies your personal brand.

SPRINT 3

Increase Your IQ



Gaining greater intelligence about your network builds a relationship roadmap. Developing your Emotional Intelligence increases your impact with connections who are keys to success.

SPRINT 4

Expand Your Horizons



Cross servicing and advisory thinking are essential to a client first mindset. Understanding the diversity of communication styles provides a compass to adapt to the preferences of others.

SPRINT 5

Extend Your Impact



Conducting advancement meetings to secure business requires a thoughtful and organized approach. Leveraging business acumen and thought leadership promotes opportunities for greater value creation.

SPRINT 6

Energize and Engage



Interviewing key clients reveals their true perceptions of you. Integrating client feedback, adopting a growth mindset, and committing to a follow-up regimen enhances the probability of BD success.

SPRINT 7

Express Yourself



Presenting in a way that is unique to you. Establish a habit that expresses your authentic self by sharing smart social strategies, and understanding the power of your presence.

SPRINT 8

Power of Endurance



Integrating EASY BD into your weekly routine builds your endurance to run the next race. Committing to the consistent use of the tools, techniques, and disciplines of EASY BD unleashes the power to drive future performance.