



Business Development Courses for Professionals

High Impact Short Development Programmes

Some of our more popular courses are designed for you to have the greatest direct impact on your areas of development, in the most time and cost effective method. Any two modules can be effectively presented to you in one half day session. You choose which will have the greatest effect on your practice.

1. Advanced Questioning Technique

- Never sure what questions to ask, always feel you are not getting the right information?
- Want to differentiate yourself from the normal run of the mill interrogation type questioning?
- Are you doing most of the talking and your clients are giving you one word answers?
- Not getting to the core needs and the right information to create desire of your services?

Course contents

- Learn a practical step-by-step technique to get your prospects to tell you what they really want
- Learn how The Questioning Funnel works
- Use the "Architect of Needs" model to create dialogue provoking questions
- Build and create real desire for your services.

2. Handling and Preventing Objections and Professional Closing

- Do you give up when you hear "I will think about it"?
- Are you embarrassed asking a prospect to become your client?
- Are your prospects going to your competitor or staying with their existing professional?
- Feel you have wasted your time when you hear "That is too expensive"?

Course contents

- Correctly identify the decision making unit
- How to handle and avoid the top three objections and the technique to handle all others
- Confidently present your fee, and negotiate your way back to profit
- Learn 5 powerful ways to ask your clients to join your practice.

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3. Selling Your Services as Benefits

- Do you find it difficult to differentiate yourself from your competition?
- Is it difficult to recognise a buying signal and know how to respond to it?
- Are you trying to sell services to clients that they feel they do not need?

Course contents

- Identifying your services and turn them into benefits using the FAB-Tie technique
- Correctly match your services to the prospects needs, wants and desires
- Learn confident presentation techniques
- Gain commitment and acceptance for your unique service.

4. Prospect Management

- Prospective clients who do not ring you back or answer your phone calls?
- Never know when to ring or what to say to get a prospect back on track?
- Have you ever held a prospect review meeting with your colleagues?
- Do you really know what the decision making process is?

Course contents

- Understand and manage the decision making process
- Learn prospect sales management techniques
- Get your prospects to expect and to take your calls
- How to reignite cold prospects into clients.

5. Networking

- Do you feel like you are not getting enough from your networking events?
- Are you spending ages talking to the wrong people or people you already know?
- Have you ever gained new clients from a networking meeting?
- Never know how to prepare and plan before the event and what to do post event?

Course contents

- Identify the right networking events and understand your role and purpose
- Learn confident introduction and avoidance techniques
- Effective planning and preparation methods and productive follow up ideas
- Identify key prospects and turn them into profitable clients.



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