

Knowledge K05a - Business Development

Course Summary

Building a training business

Introduction

Establishing, growing and maintaining a training business as it moves forward requires strong skills in business development and awareness of marketing management. This module looks at the roles and responsibilities of a business development manager (BDM) in terms of the activities required to develop and grow the business in line with the agreed strategy.

Topics

- Roles and responsibilities
- Building successful value propositions
- Discount policy implementation
- Carve outs, attach and inclusion rate strategies
- Competitive and tactical strategies
- Demand and lead generation

Prerequisites

Foundation Series