

# Developing Business – Finding New Customers

Business is getting increasingly competitive. The current environment demands a lot from business development people. Does your team clearly know who they should target to create new business? Do they have a good system to prioritise their efforts where the pay-off is largest? Do they plan and execute their networking systematically?

This business development course will give them a framework to find new customers. It will also help to overcome fears and hesitations about cold calling. They will learn to use a variety of proven strategies and win valuable new customers.

## **Audience**

This program is designed for people responsible for developing their client base through confident and proactive selling initiatives.

## **Outcomes**

Learn how to:

- Define a narrow target market with high potential
- Continuously prioritise your time and efforts
- Network in a planned, focused and effective way
- Cold call effectively and without fear
- Make the right impressions and build trust
- Find new and sustainable business relationships.

## **Tailored group training - in-house or through virtual workshops**

Ask us how we will tailor this program to your organisation or team.

Benefits are that we tailor the:

- *Content* to suit your organisation's needs.
- *Delivery* to reflect your procedures, values, examples and terminology, which encourages participants to apply their new skills in their roles.
- *Duration* to suit the availability of your team members and your budget.

Tailoring is mostly for free and always economical as costs are based on a per day delivery and not per participant.

## **Request a quote**

Please call 1300 655 098 to ask us how we can tailor a program to your needs.

Alternatively, email us at [info@icml.com.au](mailto:info@icml.com.au) or start a 'chat' on our website [icml.com.au/](http://icml.com.au/).

# Virtual Workshops

We deliver programs in interactive, live online workshops, accessible from a device anywhere.

## Highly impactful learning

- Replicating face-to-face workshop experiences through conferencing technology.
- Using extra features for engagement: polls, quizzes, chat, electronic whiteboard.
- Learning in multiple shorter bursts – allowing practice between sessions.

## Benefits of virtual workshops

- Attend the training from the comfort of home or personal workstation.
- No travel time or expenses.
- Multiple short sessions – less impact on work.

## Simple access

- You need: a device with camera and a quiet place.
- No software needed.
- Click on a link to gain access.
- Works on any personal device and most corporate systems.

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