ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



SALES AND CUSTOMER SERVICE

Developing Business – Finding New Customers

Find new customers and grow the business.

WHO IT'S FOR

People responsible for finding and winning new customers.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Define a narrow, high-potential target market
- Prioritise time and effort where the returns are highest
- Network in a planned, focused way that leads to conversations
- Reach out and cold call with confidence
- Make a strong first impression and build trust quickly
- Turn first meetings into lasting business relationships

ABOUT THIS PROGRAM

Our business development training turns an intention to find more customers into a clear, repeatable routine. Participants choose a narrow, high-potential target market, decide where their time earns the best return and build a steady pipeline through planned networking and confident outreach. They learn to make a strong first impression and to build the trust that turns a first meeting into a lasting business relationship, working on real prospects from your organisation.

Tailored to your organisation

We build in your market, your customers and your sales process, along with the language your people use, so the learning fits how your organisation wins business.

"

Suzanne's delivery of what can be confronting topics was exceptional, made everyone feel comfortable and safe and we walked away with tools to improve our communication.

Hinternoosa – Sirah

Talk to us about this program

1300 655 098 · info@icml.com.au

Enquire online