

## Agenda and Session Overview

### Day 1

- 7:00- 8:00**      **Continental Breakfast**
- 8:00- 12:00**    **Classroom Instruction Modules 1-5**
- 1- Introduction & Welcome
  - 2- Business Development Challenges Exercise
  - 3- The 12 Core Competencies of Professional Business Development
  - 4- The BE Components of The 12 Core Competencies
  - 5- The KNOW Components of The 12 Core Competencies
- 12:00-1:00**      **Lunch**
- 1:00- 5:30**      **Classroom Instruction Modules 6-8**
- 6- Understanding How and Why People Buy
  - 7- The DO Components of The 12 Core Competencies (Systems)
  - 8- Introduction to the (OI&Q)<sup>i</sup> Phase, Opportunity and Intel Funnels
- 5:30**              **End of day 1**

### Day 2

- 7:00- 8:00**      **Continental Breakfast**
- 8:00- 12:00**    **Classroom Instruction Module 9-11**
- 9- Introduction to the MBD<sup>i</sup> HUMINT<sup>®</sup> Client Engagement Process
  - 10- Phase 1 of the Client Engagement Process: Homework before the call
  - 11- Phase 2 of the Client Engagement Process: Preparing for a call
- 12:00-1:00**      **Lunch**
- 1:00- 5:00**      **Classroom Instruction Module 12-16**
- 12- Phase 3 of the Client Engagement Process: Executing the Call- Establishing Trust – Respect and Establishing Guidelines for the Relationship
  - 13- The DO Components of The 12 Core Competencies- Listening and Questioning skills
  - 14- Phase 3 of the Client Engagement Process: Executing the call- Bonding/Positioning and how to conduct a Diagnostic Interview.
  - 15- Phase 4 of the Client Engagement Process: Documenting the call with appropriate follow up and agreed next steps.
- 5:00**              **End of Day 2/Workshop Adjourned**