BUSINESS DEVELOPMENT COURSE

For Digital Marketing Professionals

MODULE 1

Foundations of Business Development

1.1 Introduction to Business Development

- What is Business Development?
- BD vs Sales vs Marketing
- The Business Development lifecycle
- Role of BD Manager in digital agencies
- Key responsibilities and KPIs
- Business Development in digital era

1.2 Understanding Digital Marketing Industry

- Digital marketing agency business models
- Service offerings: SEO, PPC, SMM
- Industry trends and market dynamics
- Competitive landscape analysis
- Revenue models and pricing structures

1.3 Business Development Mindset

- Growth mindset for BD success
- Understanding client pain points
- Value proposition thinking
- Building confidence and credibility
- Overcoming rejection
- Professional ethics in BD

MODULE 2

Market Research & Lead Generation

2.1 Market Research Fundamentals

- Identifying target markets and industries
- Market size estimation
- Competitive intelligence gathering
- Industry trends research
- Understanding buyer personas in B2B
- Market segmentation strategies

2.2 Lead Generation Strategies

- Inbound vs Outbound lead generation
- LinkedIn for B2B lead generation
- Content marketing for lead attraction
- SEO for organic lead generation
- PPC campaigns for qualified leads
- Email marketing for lead nurturing

2.3 Prospecting Techniques

- Building target account lists
- Ideal Customer Profile (ICP) creation
- Using LinkedIn Sales Navigator
- Database building and management
- Web scraping tools

2.4 CRM & Lead Management

- CRM systems (HubSpot, Salesforce, Zoho)
- Setting up lead tracking systems
- Pipeline management
- Lead assignment and routing
- Automation for lead management

MODULE 3

Outreach & Communication

3.1 Cold Outreach Mastery

- Psychology of cold outreach
- Crafting compelling subject lines
- Writing persuasive email copy
- Email sequences and follow-ups
- Cold calling scripts and frameworks
- Handling gatekeepers

3.2 LinkedIn Outreach & Social Selling

- Optimizing LinkedIn profile for BD
- Advanced LinkedIn prospecting
- Connection request strategies
- LinkedIn messaging best practices
- Content sharing for visibility
- Building LinkedIn relationships

3.3 Multi-Channel Campaigns

- Creating integrated outreach campaigns
- Email + LinkedIn + Phone sequences

- Timing and frequency optimization
- Channel-specific messaging
- Tracking multi-channel engagement

MODULE 4

Consultative Selling & Needs Analysis

4.1 Consultative Selling Methodology

- Consultative vs transactional selling
- The SPIN selling framework
- Challenger Sale methodology
- Solution selling approach
- Value-based selling techniques

4.2 Discovery & Needs Analysis

- Conducting effective discovery calls
- Understanding client business objectives
- Identifying pain points and challenges
- Uncovering hidden needs
- Mapping client goals to services

4.3 Competitive Positioning

- Understanding competitive advantages
- Differentiation strategies
- Handling objections
- Competitive battle cards
- Price vs value positioning

MODULE 5

Proposal Development & Presentation

5.1 Crafting Winning Proposals

- Proposal structure and components
- Executive summary
- Understanding of client needs
- Proposed solution and strategy
- Scope of work and deliverables
- Investment and pricing

5.2 Pricing & Packaging

- Project-based pricing
- Retainer agreements
- Performance-based pricing

- Value-based pricing
- Creating profitable packages
- Upselling and cross-selling

5.3 Presenting Proposals

- In-person vs virtual presentations
- Presentation skills and confidence
- Using storytelling
- Handling questions effectively
- Closing techniques

MODULE 6

Negotiation & Closing

6.1 Negotiation Fundamentals

- Principles of win-win negotiation
- BATNA (Best Alternative)
- Understanding negotiation leverage
- Common negotiation tactics
- When to walk away

6.2 Price Negotiation

- Defending your pricing
- Handling discount requests
- Trading concessions strategically
- Value justification techniques
- Anchoring and framing

6.3 Closing Techniques

- Trial closes and test closes
- The assumptive close
- Summary close technique
- Urgency-based closes
- Recognizing buying signals

MODULE 7

Client Relationship Management

7.1 Client Onboarding Excellence

- Smooth transition from sales to delivery
- Setting expectations properly
- Kickoff meeting best practices
- Documentation and processes

- Early wins strategy

7.2 Upselling & Cross-Selling

- Identifying expansion opportunities
- Timing upsell conversations
- Creating logical upgrade paths
- Cross-selling complementary services
- Presenting additional value

7.3 Client Retention & Referrals

- Understanding client churn
- Early warning signs of dissatisfaction
- Retention tactics and interventions
- Building referral systems
- Testimonial collection

MODULE 8

BD Operations & Scaling

8.1 BD Metrics & Analytics

- Lead volume and quality metrics
- Conversion rates by stage
- Average deal size tracking
- Sales cycle length
- Customer Acquisition Cost (CAC)
- Customer Lifetime Value (CLV)

8.2 BD Process & Systems

- Creating repeatable BD processes
- Standard operating procedures (SOPs)
- Sales playbook development
- Tool stack for BD efficiency
- Automation opportunities

8.3 Strategic Partnerships

- Identifying partnership opportunities
- Referral partnerships
- Technology partnerships
- Co-marketing partnerships
- Managing partnership relationships

CAREER OUTCOMES

Job Roles After Completion

- Business Development Executive
- Business Development Manager
- Sales Executive (Digital Marketing)
- Account Executive
- Growth Manager
- Digital Marketing Consultant
- Agency Owner/Entrepreneur

Average Salary Expectations

- Entry-Level (0-1 year): ₹3-5 LPA
- Mid-Level (2-4 years): ₹6-10 LPA
- Senior Level (5+ years): ₹12-20 LPA
- Freelance/Commission: Variable ₹5-15 LPA+

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