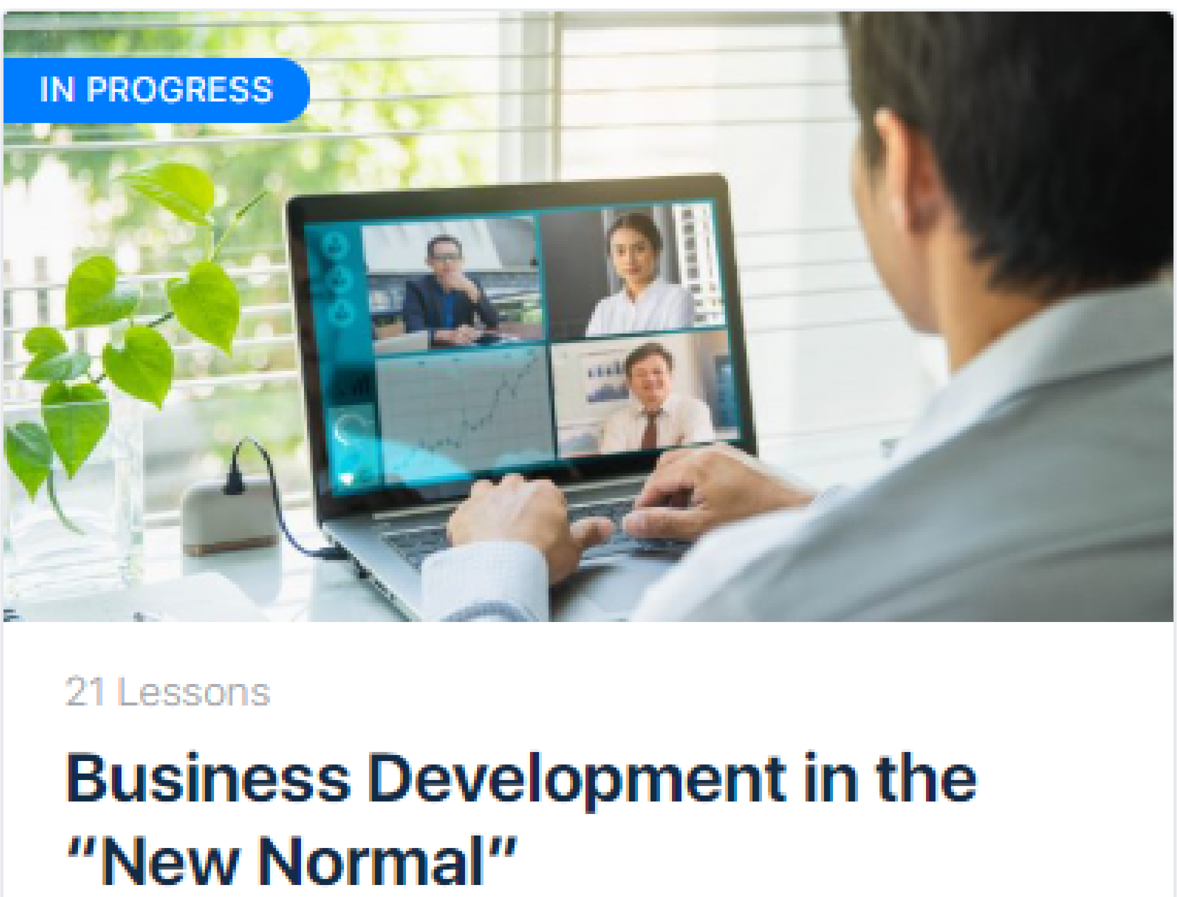
BUSINESS DEVELOPMENT IN THE "NEW NORMAL"

Program Overview

Business Development in the "New Normal" is a 6-month, hands-on training program that combines:

- 9+ hours of self-paced training (all CPE certified)
- 4 Personalized coaching & strategy sessions
- Tailored exercises to implement sales framework
- Virtual private sessions with course instructors
- Exclusive access to Alliott Discussion Group & Forum
- 6 monthly webinars to support the self-paced training



Sales Process

This Coaching Program follows a simple sales process explicitly developed for accountants. Our PLANT sales funnel provides a framework for accountants to take the guesswork out of business development strategies.

By following this approach, you will learn the mechanics of each step in the sales process from finding prospects through closing business.

What to expect...

Prospect Your Ideal Client

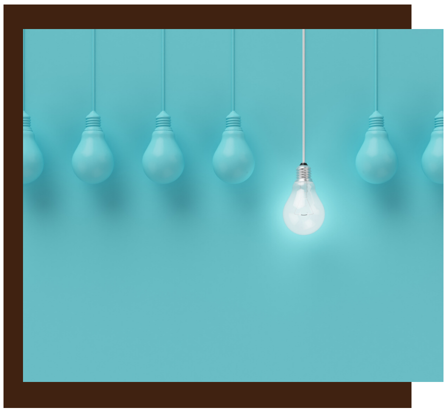
Before attempting to develop new business, it's essential to determine who is your ideal client.   In this module, it's all about setting the foundation for intentional business development activities, including:

- Defining your ideal client profile(s) and learning where to find them
- Calculating your prospect list goal and breakdown of prospect types
- Perfecting your elevator pitch to deliver value in networking events
- Setting up a CRM to track activities, metrics and efficiencies
- Developing a prospect list of ideal clients

Land Your First Meeting

It's not enough to develop a list of clients that you want to work; you have to reach out and earn the right to sell or pitch them.   In this module, it's all about warming up prospects and landing a meeting, including:

- Strategies of what to say to a prospect to land a meeting and when
- Understanding the difference between cold and warm prospects
- Nurture strategies to move cold prospects to warm prospects
- Leveraging LinkedIn for prospecting and lead nurture



Advocate Your Unique Differentiator

Once you land a meeting with a prospective client, how do you land the business? In this module, it's all about meeting preparation and the ability to articulate your value to the potential client, including:

- Understanding your differentiation and value to the client
- How to prepare a tailored pitch for the prospective client
- Building credibility to establish yourself as a niche thought leader
- Articulating your value to the potential client in a pitch meeting

Negotiate Your Terms

Are you tired of discounting your rate when you get push-back from a prospective client? In this module, it's all about understanding how to negotiate to avoid cutting your rate, including:

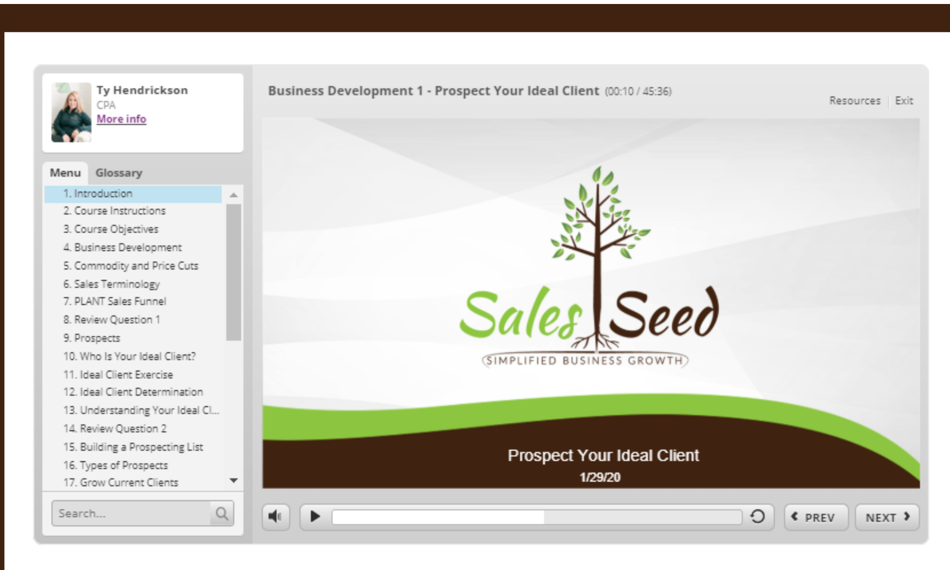
- Learning to love objections and how to use them for an advantage
- Understanding the decision-making process and the role individuals play in the process
- How to handle tough objections from prospective clients with ease

Time To Sign Your Client

Once you have completed all of the previous steps in the sales process, it's time to sign your client. This, too, is an intentional process and the conversation to close the deal and not get lost in a sea of follow-up is addressed in the final module.

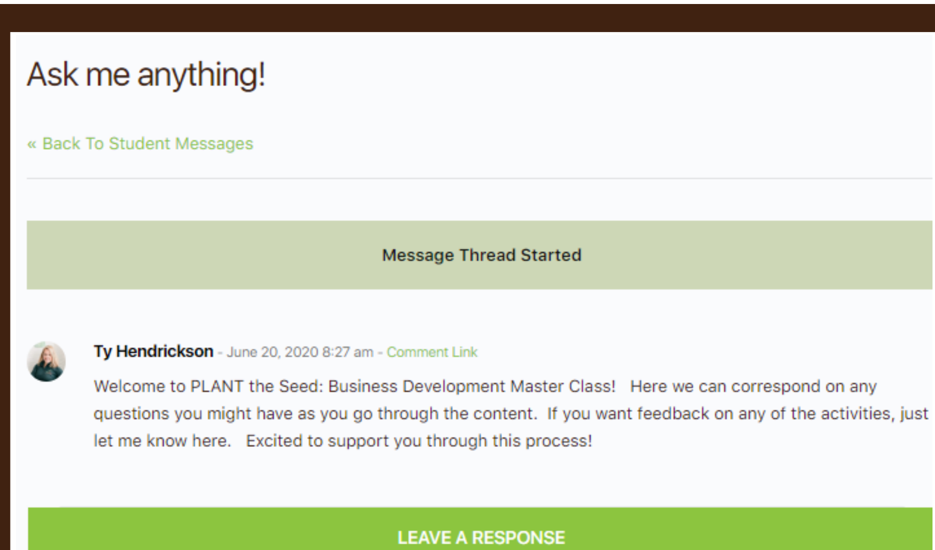
How does the learning platform work?

The learning platform offers the Business Development in the "New Normal" participant a host of opportunities to learn at their own pace, connect with others in the same program, and implement the strategies taught in training. Using a combination of self-paced e-learning courses, group conversations, 1-1 coaching, participants begin to actively work their business development pipeline during the course setting them up for long-term success.



Self-Paced Training

Private Sessions



What happens on a coaching call?

1-1 coaching calls are the foundation of this program and the key to success. As you work through the different modules and training courses, the goal isn't just for you to learn this information. The goal is for you to put it into action and work through how to implement these strategies with the support of a coach.

During the program, you will have four 1-1 coaching calls to discuss how you are working with the content and building your business. These calls are strategically placed throughout the courses to ensure that you hit program milestones and develop consistency with your business development activities.

Coaching calls work through everything from determining your ideal client to strategy sessions for negotiation meetings. While there are topics for discussion on each call, these are for you so each call is tailored to the questions and needs of each client.

Coaching Calls

Schedule Your First Coaching Call

March 27, 2020

LESSON PROGRESS

33% Complete

Once you have completed the "Prospect Your Ideal Client" video and workbook, use this link to schedule your coaching call:
https://meetings.hubspot.com/ty27/business-development-1-1-coaching-

Be sure to have the following completed sections from your workbook available for your coaching call:

1. Ideal Client Defined
2. Client Up-sell Opportunities
3. New Client Prospect List

Business Development in the "New Normal"

PROGRAM TIMELINE & IMPORTANT DATES

AUGUST

- Program kick-off call 8/3/20
- Module 1 lessons available beginning 8/3/20
- Best Practices Zoom Call on 8/31/20

SEPTEMBER

- Coaching Call #1 scheduled upon completion of Module 1
- Module 2 lessons available beginning 9/7/20

OCTOBER

- Best Practices Zoom Call on 10/5/20
- Coaching Call #2 scheduled upon completion of Module 2
- Module 3 lessons available beginning on 10/12/20

NOVEMBER

- Best Practices Zoom Call on 11/9/20
- Coaching Call #3 scheduled upon completion of Module 3
- Module 4 lessons available beginning on 11/16/20

DECEMBER

- Best Practices Zoom Call on 12/14/20
- Coaching Call #4 scheduled upon completion of Module 4

JANUARY

- Final Best Practices Zoom Call & Wrap-Up on 1/25/20
- The final exam for CPE credit should be completed immediately upon completion but participants will have access for 12 months to finalize the exam for CPE credit.