



# BUSINESS DEVELOPMENT MANAGERS ACADEMY OVERVIEW

This Academy will help Business Development Managers and their organisation, consistently grow their sales results and build a high-performance culture.

Through our Live / Digital Events, Learning Hub, Nesting and Digital Coaching we ensure that all participants show proof of application and through the Next Actions, the management team can also be aware of the individual improvement areas and can assist with the implementation of the critical outcomes.

The Tsebo **Business Development Managers Academy (BDMA)** focus on developing and improving sales skills, as well as building highperformance mindsets, that deliver superior outcomes in improving behaviour, improving focus and productivity in the full sales process, as well as Personal Mastery.

The BDMA carries similar content and outcomes for both the Junior and Senior Business Units. The unique application of business cases and case studies within each of these units ensure customisation and a bespoke focus.

The BDMA will develop salespeople into more skilled individuals who are not only able to execute on a broad range of more sophisticated sales-skills, but can also demonstrate high levels of mental and emotional resilience, self-management, strategic thinking, decision-making abilities, and can execute on the deliverables needed for superior outcomes in sales.

**We have created 2 unique, tailored programs for Tsebo, namely:**

- 1. Junior Business Development Managers Academy**
- 2. Senior Business Development Managers Series**

## RESOURCES

- Full Learning Hub functionalities
- Added library of additional, relevant content, insights and tips
- Customised toolkits, lesson plans, self-assessments
- Digital Coaches

## BENEFITS

- ✓ The ability to plan and manage the work assignments and projects, required to carry out their responsibilities more efficiently and effectively
- ✓ Understand the full sales cycle and surpass expectation in each of the components of business development
- ✓ An understanding of sales within the context of business development, and the tools to demonstrate results through measurement
- ✓ Strengthen their Personal Mastery capability and take personal accountability in all facets of your life
- ✓ Improved Networking for relationship building, breaking silos and positioning

### Value to company:

- An increase in Tsebo's overall business performance
- Maintain and improve the morale of the Business Development Managers
- Strengthen the Business Development Managers resolve and commitment to the company, enabling teamwork, collaboration and implementing best practice
- Improved retention rate
- Building a career path for self-development and promotion
- Develop solid sales leaders, by instilling a set of personal Mastery skills & behaviours
- Teamwork - to break through silos and work together to cross and upsell.
- Enhanced Communication Skills – enabling powerful presentations and input to management

### This Academy will deliver on the following:

- Improved delegate mindset
- Improved productivity
- Improved understanding of customer (behavioural styles or personality profiling)
- Improved sales results
- Improved teamwork
- Building emotional intelligence and improved accountability
- Improved Resilience

## DRIVE PERSONAL AND PROFESSIONAL IMPROVEMENT

Our approach and management, delivery, methodologies, toolkits and lesson plans will drive improvement in vast aspects of the delegates personal and business outcomes and results.

We can guarantee improvement, and we showcase it through our ROI measurement model!

We're excited to showcase the effectiveness of these Academies – as the Launch proved a benchmark for incredible growth!

