

MILSPO ACADEMY

powered by **careerdash**

Launch a Career in Business Development



Grit, drive, and ambition.

A Business Development Representative (BDR) is the person within the sales team who is in charge of bringing new business opportunities, usually through cold email, cold calls, networking, and social selling.

Business Development is the process of driving strategic opportunities for a business or organization. While it may be used to drive partnerships and/or growth, business development is most often leveraged within the sales team for lead generation.

Take those skills and turn it into a remote career that moves with you.

Open Enrollment Happening Now!

Our program is a self-paced, 8-week course, which includes a combination of:

- Online Videos
- Reading Assignments
- Written Assignments
- Guided Projects
- Live Training in a 1x1 or group environment via web conferencing with instructors.

Upon graduation from the Business Development training module, you'll enter the Career Center where you will get hands-on preparation to land your next career. The final module includes but is not limited to:

- *Certified Sales Development Representative* through the American Association of Inside Sales Professionals
- Live Interview Preparation
- Social Media Critique
- Resume Construction
- Job Hunting Instruction
- Direct Referrals, if possible (including hiring company partners)

**Want to find out if Business Development is
right for you?**

Click [here](#) to chat with our enrollment team!

For more information: email us at ashley@careerdash.com



Course Outline - Business Development

MODULE ONE - WHY CUSTOMERS BUY

- Why Customers Buy
- Personality Styles
- Cash and Profit Drivers
- Assets, Growth and People

MODULE TWO - PROSPECTING

- Prospecting Basics
- Prospecting by Phone
- Prospecting with Email and LinkedIn
- Creating Cadences

MODULE THREE - QUALIFYING, INVESTIGATING, & HANDLING OBJECTIONS

- Qualifying
- Investigating
- Handling Objections

MODULE FOUR - TOOLS FOR THE BDR

- CRM Software
- Sales Engagement Software
- Contact Databases & Social Media

LANDING A SALES JOB

- Resumes and Cover Letters
- Online Presence
- Researching and Applying for Jobs
- Interview Preparation