



MASTERCLASS SERIES BUSINESS DEVELOPMENT

Simple and effective BD solutions for success



This masterclass series sharpens strategic thinking, improves the way you manage your client relationships and assists you in creating a focused approach to business development activity that aligns to the strategic direction of your organisation.

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Are your BD and marketing activities working together to accomplish a strategic vision?

The Masterclass series comprises five half-day modules

Deliver best practice BD to the heart of your business

When corporate objectives are clearly articulated and shared across an organisation, they provide a baseline for strategic alignment. Together, Marketing and Business Development should blend their activities to align with corporate goals; one activity should not be prioritised over the other.

The interconnected modules of POD's business development masterclass series present the topic in five manageable sessions. We stimulate your business development brain and share practical advice and theory, so you can blend your knowledge with new skills, templates and tools. At the end of this series, your revised approach to best practice will ensure all future Marketing and Business Development activities are aligned to the strategic direction of your organisation.

The POD Business Development Masterclass Series

We believe this comprehensive program covers the critical elements for success, but we're happy to customise the content to meet the specific needs of your business development team.

Our workshops encourage discussion and brainstorming between a maximum of 12 participants. It is possible for individuals to undertake separate modules, but your organisation will derive the most benefit from broad participation in the five consecutive modules.

Vision | Values | Purpose

MODULE 1

Aligning the BD Marketing Mix with the Strategic Plan

MODULE 2

Managing Client Relationships for optimum value

MODULE 3

Building your Business Brain

MODULE 4

Maximising results from the tender process

MODULE 5

Communicating your message

Communication

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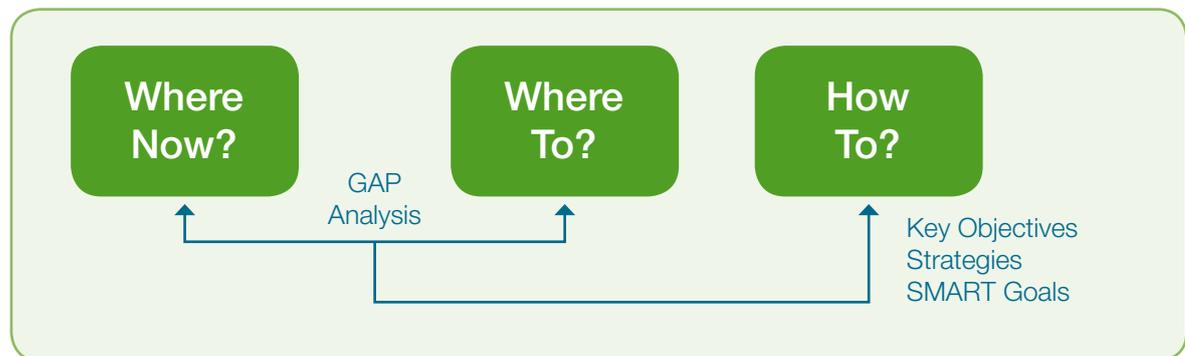
Module 1: **Aligning the BD marketing mix with the strategic plan**

Plan activities that align to corporate strategy

Understanding the difference between Business Development and Marketing and how a blended approach is beneficial to the bottom line unlocks internal issues around conflicting targets and KPIs.

This module provides structure to the BD planning process and shows you how to translate corporate-wide goals into aligned business development objectives. You will focus on solving your actual business issues, not hypothetical scenarios, and you'll learn tried-and-tested processes for creating a marketing mix that delivers results.

Understanding the corporate strategic direction



Module 2: **Managing client relationships for optimum value**

Derive optimum value from clients in the most cost-effective way

Without clients your business would not exist. Every aspect of your organisation's success is reliant upon the quality of its client relationships.

Effective communication is a critical skillset for client relationship management. It's also vital that you understand what type of client makes your organisation successful. This module will provide you with valuable tools for planning and delivering best practice account management and help you derive optimum value from old and new clients in the most cost-effective way.

You'll learn new communication and knowledge management techniques and you'll spend valuable time analysing the types of systems and processes you use to support you in managing your clients.

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Module 3: Building your business brain

Develop business acumen and unlock the secrets of financial jargon

A business brain knows how Profit & Loss, Cash Flow and a Balance Sheet are intrinsically linked and is not fazed by the intricacies of financial terminology. This module explains Lock-up Days and Utilisation rates; it helps you identify Commercial Pricing Options, calculate Profit Margins and know the difference between Turnover and Profit. You will focus on developing your business acumen for financials and we will help you unlock the answers to questions that you have been too afraid to ask.

Module 4: Maximising results from the tender process

Deliver value in all future tender submissions

Tender submissions are stressful periods of intense activity but are essential to secure long term sales and order flow. Many organisations are ill-prepared to produce winning tenders because of poor planning, a lack of understanding and woeful communication between areas of the business. The hard work really starts once a tender has been won and the relationship building begins.

In this workshop, we revisit some elements of module two and provide a definitive structure around the entire tender process, clearly demonstrating how you can deliver value in all future expressions of interest and tender responses.

Module 5: Communicating your message

Ensure communication materials are fit for purpose

It's important to know what elements should make up your collateral toolkit and which ones to use for each promotion you produce. And without a strategy, your supporting materials will fail to communicate in the way you intended. This final module blends your learning from other modules and provides you, custodians of your organisation's brand, with tangible tools to improve the speed to market of products and services.

This masterclass series provides essential tools for all discerning business development professionals. And in competitive markets, it's a simple solution for success!

Call us now on **0430 314 449** to discuss the Masterclass Series in more detail or email: shirleyanne@podconsultancy.com.au



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Broad Business Experience

Shirley Anne Fortina is an accomplished communicator, facilitator, trainer and business development coach. She develops rapport easily and relates quickly to the specific outcomes you seek so you get the results you need.

With more than 23 years of international experience Shirley Anne has developed a valuable understanding of the different drivers and challenges facing professional services organisations. Shirley Anne has been exposed to many different types of systems, processes, management structures, cultures and people and can assist clients with:

- » Strategic business development planning and implementation
- » Client management and relationship building
- » Facilitation, leadership, coaching and formal training
- » Negotiation, preparation, presenting and closing of new business proposals
- » Risk management and compliance



Shirley Anne is an accredited Click! Colours trainer. Click! Colours help people identify and understand different personalities. Individuals and teams use Click! Colours tools to maximise their potential, boost relationships and improve both personal and team performance.

Shirley Anne co-authored a report called 'Strategic Internal Communications: Boosting corporate culture, productivity and profitability'. This report examines the barriers to effective communication and provides best practice tools, tips and guidance to help you deliver communications that foster a productive, engaged and profitable workforce.

Our Clients

The POD Consultancy has a number of clients across a broad industry base:

Small Medium Enterprises (SMEs)

Focused facilitation for business development and strategic business planning.

Professional Services & Mining and Resources

Legal, accounting, engineering and mining & resources organisations have engaged The POD Consultancy to deliver a number of tailored programs and facilitated workshops and meetings on the topics of strategy, business development and team building.

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The POD Model

- » Keeping you and your business focused with clear vision, values and purpose
- » Using a solid foundation of effective communication to focus on your people, your clients and your organisations' outcomes
- » Embracing paradigm shifts & Kaizen (continuous improvement with small steps) approaches to people, clients, processes and finances



*People + Attitude + Skills + Process
= Opportunities & Development*

What makes POD different?

Our energy, commitment, enthusiasm, communication, follow up and follow through, hands on approach, flexibility, and our focus on relationships.

Contact us today

Find out more about other services we offer.

Shirley Anne Fortina

M: 0430 314 449

E: shirleyanne@podconsultancy.com.au

W: www.podconsultancy.com.au