



Welcome

Business Development and Sales Strategies for Working Professionals

Tuesday, June 14, 2016 • UCF Executive Development Center

Agenda

7:45-8:30 am

Registration and Breakfast

8:30-8:50 am

Session Welcome & Introductions

8:50-10:00 am

Professional Selling: An Overview

- Business development vs. marketing
- A brief overview of the types of selling
- The importance of relationships in business today
- Key differences between selling a product and a service
- 2 key ways to grow your business
 - Identifying opportunities with new clients
 - Identifying and earning additional opportunities with existing clients

10:00–10:10 am

Coffee Break

10:10 am-12:00 pm

The Soft Skills of Selling

- Communication tips
- Adaptive selling
 - Using buyer social styles to connect with clients

12:00-1:00 pm

Networking Luncheon

1:00-2:45 pm

The Sales Process

- Built around how clients buy
- Prospecting for new business – sources of leads
- The client meeting
 - Strong first impressions / meeting openings
 - Gaining the client's attention
 - Building rapport
 - Identifying the client's needs – most important part of the meeting
 - Presenting a custom recommendation
 - Overcoming client concerns
 - Asking for the sale
- Effective follow-up

2:45-3:00 pm

Coffee Break

3:00–4:00 pm

Role play practice

4:00–4:45 pm

Role play debrief & session wrap-up



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