



Certified Business Development
Executive
VS-1451

Vskills Certifications

Vskills Brochure



Certified Business Development Executive

Certification Code : VS-1451

Business development is an important part of organization, for promotion and expansion of the business activities.

Business development executives are in huge demand across the industry due to their role for advancing the growth of business. There is increased demand for the professionals, especially with the startups being the new industry taking shape.

Study and Learn

- ✓ Markets Analysis
- ✓ Sales Basics
- ✓ Customer Handling
- ✓ Client Management
- ✓ Developing Sales skills
- ✓ Negotiation Skills
- ✓ Telephone Skills
- ✓ Arranging Client Meetings

Why should one take this certification?

The certification provides an assurance to employer on business development skills of the candidate. The certificate acts as a proof of knowledge in concepts, tools, techniques and processes of business development.

Who will benefit from taking this certification?

The certification is immensely beneficial to students of sales or marketing domain. The certification is suitable for interns, entry level executives or experienced business development professionals with experience.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

Fee Structure

Rs. 3,499/- (Excludes taxes)*

*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

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1. Business Development Basics

- 1.1 What is Business Development
- 1.2 Business Development and Other Departments
- 1.3 Skills for Business Development
- 1.4 Business Development Drivers
- 1.5 Business Development Process

2. Sales Basics

- 2.1 What is Sales
- 2.2 Sales Responsibilities
- 2.3 Sales Techniques
- 2.4 Sales Cycle
- 2.5 Types of Orientation

3. Markets Analysis

- 3.1 Factors influencing consumer behaviour
- 3.2 Major Psychological Processes
- 3.3 Buying Decision Process
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- 3.6 Procurement Process
- 3.7 Managing B2B Customer Relationships

4. Customer Handling

- 4.1 Understanding Customer Behaviour
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5. Client Management

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- 5.2 Lead Generation
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- 5.4 Sales Proposal
- 5.5 Filing Tenders
- 5.6 Client Retention
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6. Developing Sales Skills

- 6.1 Skills Development
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- 6.3 Personality Development
- 6.4 Self Grooming Tips

- 6.5 Positive Attitude
- 6.6 Positive Behaviour
- 6.7 Behaviour for Successful Sale Person
- 6.8 Listening Skills
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7. Negotiation Skills

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- 8.2 Telephone Etiquettes
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9. Stress Management Skills

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- 9.2 Reason/Causes of Stress
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11. Office Communications and Mailing Skills

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12. Managing Office Records

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- 12.2 Purpose of Record Management
- 12.3 Features of Effective Record Management
- 12.4 Information Types
- 12.5 Information Access
- 12.6 Type of Files
- 12.7 Procedure of Classification

12.8 Methods of Filing

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13. Arranging Client Meetings

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13.2 Type of Committees

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13.4 Meeting Terminologies Glossary

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13.7 Planning and Scheduling Meeting

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14.2 Working With Documents

14.3 Customize the Word Environment

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Sample Questions

1. _____ activities are the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the brands they sell.

- A. Consumer behavior
- B. Marketing research
- C. Market segmentation
- D. Marketing communication

2. _____ reflects the perceived tangible and intangible benefits and costs to customers.

- A. Satisfaction
- B. Loyalty
- C. Value
- D. Expectations

3. What should be done if the customer while speaking, pauses ?

- A. Try to help the customer to finish call fast
- B. Do not prompt to the customer
- C. Prompt to the customer to finish call fast
- D. None of the above

4. In order to email a Word document from within Word:

- A. Go to File -> Send To -> Mail Recipient
- B. Save the file as an email attachment
- C. Start Outlook and attach the file while open in Word

5. What excel feature can you use if you want to work with one record at a time?

- A. Data form
- B. Auto filter
- C. Auto Complete
- D. Sub totals

Answers: 1 (D), 2 (C), 3 (B), 4 (A), 5 (A)

Certifications

- ▶ **Accounting, Banking & Finance**
 - Certified GST Professional
 - Certified AML-KYC Compliance Officer
 - Certified Business Accountant
 - Certified BASEL III Professional
 - Certified GAAP Accounting Standards Professional
 - Certified Treasury Markets Professional
- ▶ **Big Data**
 - Certified Hadoop and Mapreduce Professional
- ▶ **Cloud Computing**
 - Certified Cloud Computing Professional
- ▶ **Design**
 - Certified Interior Designer
- ▶ **Digital Media**
 - Certified Social Media Marketing Professional
 - Certified Inbound Marketing Professional
 - Certified Digital Marketing Professional
- ▶ **Foreign Trade**
 - Certified Export Import (Foreign Trade) Professional
- ▶ **Health, Nutrition and Well Being**
 - Certified Fitness Instructor
- ▶ **Hospitality**
 - Certified Restaurant Team Member (Hospitality)
- ▶ **Human Resources**
 - Certified HR Compensation Manager
 - Certified HR Staffing Manager
 - Certified Human Resources Manager
 - Certified Performance Appraisal Manager
- ▶ **Office Skills**
 - Certified Data Entry Operator
 - Certified Office Administrator
- ▶ **Project Management**
 - Certified Master in Project Management
 - Certified Scrum Specialist
- ▶ **Real Estate**
 - Certified Real Estate Consultant
- ▶ **Marketing**
 - Certified Marketing Manager
- ▶ **Quality**
 - Certified Six Sigma Green Belt Professional
 - Certified Six Sigma Black Belt Professional
 - Certified TQM Professional
- ▶ **Logistics & Supply Chain Management**
 - Certified International Logistics Professional
 - Certified Logistics & SCM Professional
 - Certified Supply Chain Management Professional
- ▶ **Legal**
 - Certified IPR & Legal Manager
 - Certified Labour Law Analyst
 - Certified Business Law Analyst
 - Certified Corporate Law Analyst
- ▶ **Information Technology**
 - Certified Angular JS Professional
 - Certified Basic Network Support Professional
 - Certified Business Intelligence Professional
 - Certified Core Java Developer
 - Certified E-commerce Professional
 - Certified IT Support Professional
 - Certified PHP Professional
 - Certified Selenium Professional
- ▶ **Mobile Application Development**
 - Certified Android Apps Developer
 - Certified iPhone Apps Developer
- ▶ **Security**
 - Certified Ethical Hacking and Security Professional
 - Certified Network Security Professional
- ▶ **Management**
 - Certified Corporate Governance Professional
 - Certified Corporate Social Responsibility Professional
 - Certified Leadership Skills Professional
- ▶ **Life Skills**
 - Certified Business Communication Specialist
 - Certified Public Relations Officer
- ▶ **Media**
 - Certified Advertising Manager
 - Certified Advertising Sales Professional
- ▶ **Sales, BPO**
 - Certified Sales Manager
 - Certified Telesales Executive

& many more job related certifications

Contact us at:
V-Skills
011-473 44 723 or info@vskills.in
www.vskills.in