



Certified Business Development Manager VS-1453

Vskills Certifications

Vskills Brochure



Certified Business Development Manager

Certification Code : VS-1453

Managing business development for an organization involves having strategic acumen for steering business development executives. It also involves providing insight and direction to business development function of organization, for increased growth and profits.

Business development managers are required in organizations to take better manage the business growth of the company within available resources. There is an increased demand due to new age companies like startups. Increased competition to gain market share, has also fuelled the unending demand for business development managers.

Study and Learn

- ✓ Business Development Basics
- ✓ Management Basics
- ✓ Capturing Marketing Insights
- ✓ Environmental Analysis
- ✓ SWOT Analysis
- ✓ Key Account Management
- ✓ Relationship Management
- ✓ Digital Marketing
- ✓ E-Commerce Marketing Practices
- ✓ Conflict and Negotiation
- ✓ Influence Building
- ✓ International Marketing

Why should one take this certification?

The certification validates your skills in managing business development department of the company. The certificate attests to your skills in various skills, concepts, tools and techniques of business development like environmental analysis, key account management, relationship management, digital marketing, e-commerce marketing practices, conflict and negotiation, influence building and international marketing

Who will benefit from taking this certification?

The certification is suitable for executives or supervisors with extensive experience in business development, senior executives or managers in business development of an organization.

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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. 3,999/- (Excludes taxes)*

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

Table of Contents

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. Management Basics

- 2.1 What is Management
- 2.2 Features of Management
- 2.3 The Purpose of Management
- 2.4 Need for Management
- 2.5 Management Styles

3. Developing Marketing Strategies and Plans

- 3.1 Mission Statement
- 3.2 The Market
- 3.3 Competition - Direct and indirect
- 3.4 Sample Marketing Plan Outline

4. Capturing Marketing Insights

- 4.1 Marketing Information Systems
- 4.2 Analysing the Macro environment
- 4.3 Marketing Research
- 4.4 Measuring Marketing Productivity
- 4.5 Forecasting and Demand Measurement
- 4.6 Marketing Mix Modelling

5. Analysing Consumer Markets

- 5.1 Factors influencing consumer behaviour
- 5.2 Major Psychological Processes
- 5.3 Buying Decision Process

6. Analysing Business Markets

- 6.1 Organisational Buying
- 6.2 Business Buying Decision Process
- 6.3 Procurement Process
- 6.4 Managing B2B Customer Relationships

7. Environmental Analysis

- 7.1 PEST
- 7.2 Anticipating Changes in the Law

- 7.3 Economic Factors
- 7.4 International Factors
- 7.5 Social Factors
- 7.6 Technological Factors
- 7.7 Competitive Intelligence

8. Segment-Target-Position

- 8.1 Segmentation
- 8.2 Targeting
- 8.3 Positioning
- 8.4 Branding

9. Marketing Strategies

- 9.1 Strategic Intent
- 9.2 Ansoff's Product/Market Matrix
- 9.3 The Boston Matrix
- 9.4 Bowman's Strategy Clock
- 9.5 Generic Strategies – Michael Porter (1980)
- 9.6 The danger of Being 'Stuck in the Middle'
- 9.7 Marketing Control
- 9.8 Internal Marketing
- 9.9 The Balanced Scorecard
- 9.10 Gap Analysis
- 9.11 KPI

10. SWOT Analysis

- 10.1 Bringing the SWOT Elements Together
- 10.2 SWOT Analysis – Exercise
- 10.3 The Marketing SWOT

11. Products and Markets

- 11.1 Market Development
- 11.2 Related Diversification
- 11.3 Unrelated Diversification
- 11.4 New Product Development

12. Prospecting, Objection Handling and Closing

- 12.1 Prospecting
- 12.2 Formulating Prospect Definitions
- 12.3 Searching out Potential Accounts
- 12.4 Sales Resistance
- 12.5 Closing Sales

13. Sales Forecasting

- 13.1 Types of Personal Selling Objectives
- 13.2 Analyzing Market Potential

- 13.3 Market Indexes
- 13.4 Sales Potential and Sales Forecasting
- 13.5 Sales Forecasting Methods
- 13.6 Qualitative Forecasting Methods
- 13.7 Projection of Past Sales
- 13.8 Time-Series Analysis
- 13.9 Exponential Smoothing
- 13.10 Regression Analysis
- 13.11 Econometric Model Building and Simulation
- 13.12 Converting Industry Forecast to Company Sales Forecast

14. Key Account Management

- 14.1 What is Key Account Management (KAM)?
- 14.2 Benefits and Need for KAM
- 14.3 Key Account Manager Skills
- 14.4 KAM vs Sales or Account Management
- 14.5 Key Account Management Process
- 14.6 Key Account Management Levels
- 14.7 Identify Key Accounts
- 14.8 Implementing Key Account Management
- 14.9 Best Practices for KAM

15. CRM

- 15.1 Who is Customer
- 15.2 What is CRM?
- 15.3 CRM Components
- 15.4 CRM Types
- 15.5 Social CRM
- 15.6 CRM Strategy

16. Relationship Management

- 16.1 What is Relationship?
- 16.2 Need for Business Relationship
- 16.3 Customer-Supplier Relationship Development
- 16.4 Relationship Management Theories
- 16.5 Customer Management Strategies

17. Digital Marketing

- 17.1 Introduction
- 17.2 E-Commerce
- 17.3 Search Engine Optimization
- 17.4 Social Media
- 17.5 Behavioral Targeting
- 17.6 Email Marketing
- 17.7 Customer Relationship Management
- 17.8

- 17.9 E-Commerce Marketing Practices
- 17.10 Pure-Click Companies
- 17.11 Brick-and-Click Companies
- 17.12 M-Commerce

18. Conflict and Negotiation

- 18.1 Overview of Conflict
- 18.2 Types of Conflict
- 18.3 Causes of Conflict
- 18.4 Conflict Management Technique
- 18.5 Negotiation and Conflict
- 18.6 Negotiation Basics
- 18.7 Preparing for the Negotiation Process
- 18.8 The Seven Basic Steps in Negotiation
- 18.9 Best Alternative to a Negotiated Agreement (BATNA)
- 18.10 Tactics for Negotiation Process

19. Influence Building

- 19.1 Influencing and Persuasion Techniques
- 19.2 Influence and Organizational Politics
- 19.3 Connect and Influence
- 19.4 Influencing Others as a Leader

20. International Marketing

- 20.1 International Marketing Basics
- 20.2 International Marketing Plan
- 20.3 International Marketing Research
- 20.4 Segmentation, Targeting and Positioning
- 20.5 Market Entry and Expansion Strategies
- 20.6 Global Competition Analysis
- 20.7 International Branding and Packaging
- 20.8 Pricing for International Markets
- 20.9 Dumping and Countertrade
- 20.10 Transfer Pricing
- 20.11 Global Promotion
- 20.12 International E-Marketing

Sample Questions

1. What are some advantages of understanding how mobile technology is applied in customer service

- A. Knowing how to provide content to customers more easily
- B. Recognizing how the technology can be used to build customer rapport
- C. Understanding how to give customers 24/7 access
- D. All of these

2. Sales performance evaluations are necessary.

- A. as a way for management to obtain their bonuses
- B. to supplement training
- C. to provide feedback to salespeople
- D. None of the above

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

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

4. Marketing evaluation and _____ processes are necessary to understand the efficiency and effectiveness of marketing activities and how both could be improved.

- A. analysis
- B. feedback
- C. control
- D. consumer behavior

5. _____ 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

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

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

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