



SYLLABUS: CERTIFIED BUSINESS DEVELOPMENT EXPERT (CBDE) - CRN 30223

Program Director: Logan Gelzer
Exam Dates: First Wednesday of each month
Email: CBDE@BusinessTraining.com

Time: Self-Paced Program
Location: 100% Online
Twitter: @BusTraining

LEARNING PLATFORM INCLUDES:

- 37 Video Modules (Download or Stream Online)
- 8 Expert Audio Interviews in Mp3 Format (Download or Stream Online)
- Strategic Project
- Self-Grading Practice Examination (Excel Format)
- Required Readings

DETAILED PROGRAM INFORMATION CAN BE FOUND IN THE STUDY GUIDE LINK BELOW
[CBDE STUDY GUIDE](#)

LEARNING OBJECTIVES/GOALS OF THE CBDE PROGRAM:

1. How to improve your business development tactics using influence and persuasion;
2. How to leverage your team's knowledge and content to attract more clients to your business each week;
3. How to become an authority figure within your niche and widen the funnel of your client pipeline development efforts;
4. And why following our 3-step formula will help you develop more business relationships than your competitors.

PROGRAM REQUIREMENTS:

Self-Management: The Certified Business Development Expert (CBDE) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of effort and time you put into learning the material.

Strategic Project completion: The strategic project for the CBDE course is laid out in the study guide. This project is worth 50% of the CBDE grade and must be received completed before you can schedule your examination date.

Time-Management: Being that the CBDE is a self-study program, it is your responsibility to make time to read the required texts, to ask questions as they arise, and to keep in mind your examination date.

Please note that your exam date request must be received at least 2 weeks before the exam date. For example, if you would like to sit for the January 10th exam, we need to receive your request and completed project no later than December 27th. You can send your completed project and date request to the email address above.

TOPICS COVERED IN THE CBDE EXAM:

1. Business Development Planning and Execution
2. Marketing & Sales Best Practices
3. Client Pipeline Management & Development
4. Authority Construction & Positioning
5. Influence & Persuasion

REQUIRED TEXTS:

1. *Marketing Gurus* by Chris Murray. **ISBN-13:** 978-1591841050
2. *All Marketers Are Liars* by Seth Godin. **ISBN-13:** 978-1591841005
3. *The Marketer's Bible* by Richard C. Wilson. **ISBN-13:** 978-1460945780

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