



CERTIFIED BUSINESS DEVELOPMENT EXPERT

**CERTIFIED BUSINESS DEVELOPMENT EXPERT (CBDE)  
STUDY GUIDE**

Sponsored by:



Accredited Certification Institute (ACI)

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Please use this guide to assist in preparation for the Certified Business Development Expert (CBDE) Certification examination.

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## **I. Accredited Certification:**

**Accredited Certification Institute** is the leading online program for specialized niche business certification programs. The team behind Accredited Certification Institute is comprised of industry experts in niches including business analysis, project management, public relations, consulting, and many more.

This experience, combined with our advisory board's expertise in online education and training, is what makes it possible to provide the training and certification programs found on our website.

Accredited Training Institute is a global training and certification organization that has provided practical industry-specific certification to over 20,000 clients from the United States, Europe, and more than 75 other countries around the world.

We provide high value training programs that provide function knowledge on very specific business topics such as public relations, online marketing, project management, international business, and consulting.

**Accredited Certification Institute's Mission:** To provide professionals with high impact business training and certifications in niche subject areas that are functional and immediately beneficial.

**Accredited Certification Institute** helps you to:

- Quickly gain specialized knowledge in highly valuable business niches.
- Enhance your credibility, resume, and overall value in the marketplace.
- Complete our training programs with 75-100 of study time from anywhere in the world.

Our programs accept participants year-round and are flexible to work with your current work schedule and academic constraints. You can complete one of our programs in 2 months or 2 years; the choice is yours.

**MASTER'S CERTIFICATE PROGRAMS:** Accredited Certification Institute is proud to offer several advanced Master's Certificates that require the completion of five programs from Accredited Certification Institute platform.

To learn more about these Master's Certificates and how to earn one, please see our website: <https://Certification.com/Masters>

## **II. CBDE DETAILS AND TIMELINE:**

### **PROGRAM DETAILS:**

The **Certified Business Development Expert (CBDE)** certification program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a more cost-effective program. The CBDE Program is a self-study program that includes educational multimedia resources in video form, a study guide, required readings, and a flexible online examination process, accessible around the world.

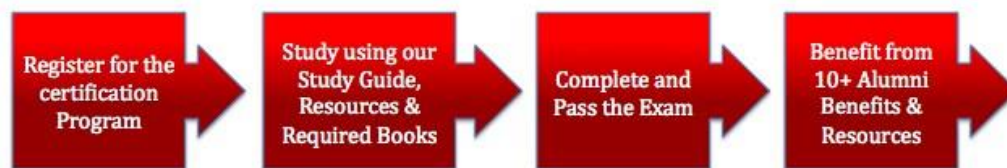
The online exam is structured so that in order to complete the exam within the 2-hour time frame one must read through all of the assigned materials and conceptually understand the majority of the material to score well enough to pass the exam.

Our goal is to offer the most challenging program in the industry while also providing all of the learning tools possible to ensure participants get the most out of the experience. By testing the knowledge depth and comprehension from the materials digested, the CBDE certification prepares individuals for successful, real-world application.

The Certified Business Development Expert (CBDE) program is sponsored and offered by the Business Training Institute. This certification program is designed to show and certify that you have gained an in-depth understanding and high-level, specialized knowledge.

In addition to the benefits of gained knowledge, growing industry recognition, more knowledgeable career choices, and networking, our organization is also developing additional resources for CBDE Participants. This includes video and MP3 recordings on Q&A or strategies and tactics, webinars, access to interviews with internet marketing professionals who have more than 10 years of experience in the industry, among many more benefits.

#### 4 STEP CERTIFICATION PROCESS



#### **TIMELINE & EXAMINATION DATES:**

Programs are offered through open enrollment, making our programs 100% flexible with your current work or academic schedule.

Accredited Certification Institute exams are administered 100% online.

#### **III. REQUIRED READINGS:**

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 Wilson. **ISBN-13:** 978-1460945780

### **BENEFITS OF THE CBDE:**

- Complete our program in as little as a month.
- Gain valuable insight into business development models, best practices, and processes that you can implement now without the need of a costly seminar or conference
- Add the Certified Business Development Expert (CBDE) Designation to your resume and business cards, assuring employers that you are dedicated to working in the industry, passionate about learning more about and able to work more efficiently after being promoted or hired.
- Speak the business language - Earning the Certified Business Development Expert (CBDE) Designation assures that you can attend conferences, interviews and other networking events while being able to contribute to conversations and understand discussions about current events or trends within the industry. Our program will help you to understand the terms and implement the tactics and tools of leading business marketers, sales professionals, and business development professionals.
- Advance your business or career by raising your level of business development knowledge and increasing your ability to work quickly and effectively.
- Exclusive Access to tools and multimedia training resources found online within the Certified Business Development Expert (CBDE) Program.

### **LEARNING OBJECTIVES OF THE CBDE PROGRAM:**

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

### **THE CBDE EXAM WILL TEST PARTICIPANTS IN 5 MAIN AREAS:**

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

#### IV. The Experts Interviewed for this Business Development Expert certification include:



**Brian Tracy:** Brian is a top 20 most well-known global business speaker and trainer for sales managers and sales career professionals. Brian has spoken in over 80 countries to over 5,000,000 people live and he offers some of the best-selling books in the world on time management, productivity, and business growth. Brian

has been a mentor to Richard Wilson, our CEO and Richard has both interviewed him and been on his TV show as well - The Brian Tracy Show (pictured included here from TV interview). We were honored to have the chance to interview him for our BusinessTraining.com platform.



**Liza Anderson:** Our team interviewed Liza Anderson to provide insights into how public relations and business development go hand-in-hand in growing a business. Liz is known for her celebrity branding and business development expertise and shares that knowledge on this expert audio interview for program participants.



**Mark Schneider:** Mark is the head of RSW an outsourced marketing group that helps ad agencies and public relations firms better position themselves and identify leads in the marketplace. Within this Expert Audio Interview Mark shares his expertise in business development taking lessons from work he has recently completed for clients.



**Akash Karia:** Akash is the #1 most prolific writer and thought leader on the topic of public speaking globally and he is himself ranked a top 10 speaker in all of the Asia-Pacific region. We were honored to interview Akash on humor, advanced rhetorical device usage, developing a signature story, pattern interrupts, being prolific, modeling, how successful speakers think, and how to create a memorable phrase that pays. If you ever wondered what it would be like to sit down for coffee with a global expert on public speaking, please listen to this audio interview.

**Nicholas Ken:** Our team completed this Expert Audio Interview with Nicholas because he is a freelance sales project consultant and blogger. Nicholas runs a blog called Mind on Media Sales and he is an expert in sales and has been working in this space for his whole career.



**Patsi Krakoff:** Patsi was interviewed for this program because she is a content marketing specialist and the author of the book "Content Marketing with Blogs."

Within this recorded Expert Audio Interview, she shares lessons on how to create consistent high quality content to build a business.



**Greta Shulz:** Greta is head of Shulz Training a leading sales training company. Greta has been working in business development and sales for most of her career and she is a nationally recognized figure in the industry.

We are honored to have completed this valuable interview with Greta, make sure not to miss this recording.



**Mitchell Harris:** Mitchell is the Founder and Director of Business Development of MJ Harris and Company.

Mitchell has a background in the investment management industry and through that he discovered the core importance of business development and business growth.

### **Certified Business Development Expert (CBDE) Video Modules**

- 1. Business Development 101**
- 2. Competitive Intelligence**
- 3. Brand Loyalty**
- 4. Marketing 101**
- 5. Being Newsworthy**
- 6. Sales Tactics & Strategies**
- 7. Search Engine Optimization (SEO) and LongTail Keywords**
- 8. Social Media Efforts**
- 9. Educational Marketing Strategies**
- 10. The 4 P's of Sales & Business Development**
- 11. Leveraging the Power of Commitment in Business Development**
- 12. Leveraging the Power of Reciprocation in Business Development**
- 13. Leveraging the Power of the Liking Principle in Business Development**
- 14. Simulating the Mastermind to Improve Business Development**
- 15. Leveraging the Power of Scarcity in Business Development**
- 16. Creating a Buyer Persona**
- 17. Creating a Strategic Business Development Plan**
- 18. Top 5 Mistakes in Business Development**
- 19. What is Internet Marketing?**
- 20. Leveraging the Power of Social Proof in Business Development**
- 21. The Importance of Testing in Business Development & Marketing**
- 22. Google Tools for Business Development**
- 23. Google Alerts Tool & How to Use it for Business Development**
- 24. Using Copywriting in Sales**
- 25. Getting Executive Buy-In for Social Media**
- 26. Public Relations, Business Development, Marketing & Customer Service**
- 27. Sharing Your Content Online**
- 28. Tips for Creating a Successful Business Development Plan**
- 29. Persuasive Writing (Copywriting) for Business Growth**
- 30. Work More Efficiently: Time Saving Business Tools**
- 31. How to Double Your Chances of Business Success?**
- 32. How to Become a Doctor Within Your Business Field?**
- 33. Knowledge Asset Management: A Competitive Advantage for Your Business**
- 34. Single Focus: The Key to Maximum Productivity**
- 35. Fertilize Your Brain**
- 36. Learning Before Outsourcing**
- 37. 5 Techniques to Efficiently Capture Your Business Ideas**
- 38. Video Book Summary: Jeffrey Gitomer's Sales Bible**
- 39. Paying the Price for Success**
- 40. The Power of Positive Business Habits**

- 41. The Importance of Business Ethics to Your Success
- 42. The Power of Inevitability Thinking in Business

**V. CBDE EXAM PREPARATION**

**1. EXAM COMPOSITION: THE CERTIFICATION EXAM IS PROVIDED ONLINE**

The exam has a total of 100 available points, 80 of which can be earned from the multiple choice or true/false questions that are worth 1 point each. Please see the chart below for the composition and distribution of the points:

<b>Topics and Weights</b>	
<b>Business Development Planning &amp; Execution</b>	20 MC questions (20 pts)
<b>Marketing &amp; Sales Best Practices</b>	25 MC questions (25 pts)
<b>Client Pipeline Management &amp; Development</b>	10 MC questions (10 pts)
<b>Authority Construction &amp; Positioning</b>	15 MC questions (15 pts)
<b>Influence &amp; Persuasion Strategies</b>	10 MC questions (10 pts)

You will have 2 hours to complete the exam. Those who have not made the effort to read the materials will have a hard time completing the exam within the allotted time, but for participants who have read the required readings 2 hours will be sufficient.

**TERMS & CONCEPTS TO KNOW:**

Below, please find terms and concepts you should be able to define after having read the required readings.

Please define the terms from the required readings rather than a dictionary. You will be tested on the definitions that authors have written.



- Investment Sales Cycle
- The 5 Great Rules of Sales
- The 5 Pillars of Selling
- The 6 I's of Relationship Cultivation
- Early adopters
- Late adopters
- Qualifying a client
- The 6 I's Pipeline
- Three Ways to Ramp Up Your Sales Development Program
- Investment Tool #1: Sales Systems
- Investment Tool #2: Strategic Tools
- Investment Tool #3: Four Strategic Rules to Create Excessive Profits
- Investment Tool #4: The 4-Square Planning Model
- Investment Tool #5: Top Five Sales Objections
- Investment Tool #6: Request for Proposal
- Investment Tool #7: ABC's of Sales Campaigns
- Culture Shock
- S.M.A.R.T.
- The 3 Main Phases to a Sales Call
- The 5 Types of Questions You Can Ask a Customer
- The 4 People Types
- The Top 5 Reasons Are Reluctant to Purchase
- Worldview
- Frames
- 5 Steps of Marketing
- Customer Wants
- Customer Needs
- The 2 things that differentiate success and failure in organizations today
- Taste
- Attention
- Bias
- Vernacular
- Community
- Reasons firms expand globally
- Economics of Scale
- Economies of Scope & Learning
- Centrist Approach to Managing International Sales Organization
- Non centrist Approach to Managing International Sales Organization
- Problems international management faces (see Chapter 7 in the *Rainmaker Handbook*)
- Five-point course of action for those who need a better way to evaluate different markets and products on a global level (see Chapter 7 in the *Rainmaker Handbook*)
- Top ten barriers to trade
- The 7 Rules of International Distribution
- Common ways to hedge the risks from exposure (when working internationally)
- 4 Step Process for Analyzing Country Risk Abroad
- The 4 Main Reasons Exporters Use Credit Insurance
- The 8 strategies for reducing foreign exchange exposure

- The KISS Principle
- The Accounting Principle
- The Control Principle
- The Kaizen Principle
- Manager Ethics Levels
  - Moral
  - Immoral
  - Amoral
- The 3 Main Drivers of Immoral Activity
- The 8 Networking Tricks of the Rainmaker
- The 3 Possible Results of Negotiation
- The 5 Steps of a Negotiation
- Factors that can change the process of a negotiation
- 5 Disciplines of Strategic Intelligence and Tactical Ingenuity
- 3 Tools for 3-D Negotiations
- Six Negotiation Pitfalls
- Aristotle's 3 Means of Influence
- 3 Verbal Tactics to Increase a Positive Outcome in a Negotiation
- Arbitration
- Mediation
- Rent-A-Judge
- Summary Jury Trial
- Mini-Trial
- The 3 Main Influencers for Cross-Cultural Negotiations
- The 4 Ways to Analyze a Culture When Doing Business Globally
- 3 Steps to Creating an "Early Warning System"
- Cloning Your Competition
- USP (Unique Selling Proposition)
- Eight Successful Differentiation Strategies
- The Five Rules for the Road When Choosing Your Differentiating Idea
- Lateral Marketing
- Vertical Marketing
- Segmentation
- The Lateral Marketing Process (3 Steps)
- Substitution
- Combination
- Inversion
- Elimination
- Exaggeration
- Reordering
- 1:1 Marketing
- Mass Marketing
- Ways to Turn Prospects into Shoppers
- Advocates
- Pure Loyalty
- Pull Loyalty
- Cannibalizing
- "Coopetition"

- Niche vs. Cubbyhole
- Killer App
- OCI (Opinion-Creating Initiative)
- “Immigrants” of Cyberspace
- Buzz/ Word-of-Mouth
- Network Hubs
- The “Rules” of Networks
- Contagious Products
- Seed Unit
- The New P’s of Marketing
- TV-Industrial Complex
- Remarkable Marketing
- Sneezers
- “Thinking Pink”
- Transparent Marketing/Campaigns
- Hybrid Campaigns
- Visible Campaigns
- Value Discipline
- Operational Excellence
- Product Leadership
- Customer Intimacy
- Operating Model
- Transaction Environment
- Vertical vs. Virtual Integration
- Core Competencies vs. Core Essence
- Innovation vs. Renovation
- Emotional Benefits
- Functional Benefits
- Attributes
- T.A.C.O.S.
- Demand-Based Segmentation
- Hard Opposition
- Soft Opposition
- Undecided
- Soft Support
- Hard Support

## 2. SAMPLE QUESTIONS

Please choose the answer that best answers the question or completes the phrase. *The answers are on the last page of this study guide.* Try answering the questions before looking at the answers.

1. *Growth negatively affects differentiation in two ways:*
  - a. The company becomes too focused and overextends its product lines.
  - b. The company becomes distracted and does not extend its product lines enough.
  - c. The company becomes distracted and overextends its product lines.

- d. The company becomes too focused and does not extend its product lines enough.
2. *True or False: Advertising can create a market position, but cannot reinforce one.*
  3. *True or False: Segmentation provides a double effect: it fragments the market and at the same time makes it bigger.*
  4. *Which of the following is one of the ways Raphael and Raphael suggested to turn a prospect into a buyer?*
    - a. Assume direct mail will work.
    - b. Create a small reason for them to shop with you.
    - c. Get involved.
    - d. Emphasize marketing and promotion.
  5. *Why is it important to create products that may compete with your already existing products?*
    - a. Times have changed; the digital era means companies must have competing products.
    - b. It's not important; this is like brand suicide.
    - c. Companies need to experiment to see which products will survive against one another.
    - d. Marketing is more interesting when you have a battle to watch.
  6. When considering taking a product global, which of the following is **not** a step used to analyze the risks in countries abroad?
    - a. Identify contributing political and financial variables
    - b. Assign each variable into groups based on their relation
    - c. Assess the importance or influence of each variable
    - d. Decide whether or not the overall risk reflects a tolerable level
  7. Marketing is about \_\_\_\_\_, and \_\_\_\_\_ is the single most important output of our civilization.
    - a. spreading ideas, spreading ideas
    - b. telling stories, telling stories
    - c. telling lies, telling lies
    - d. sharing secrets, sharing secrets

## V. SAMPLE QUESTION ANSWERS:

Please see the following answers to the sample questions provided. A brief explanation was given for each answer and why the other options were incorrect. If you didn't do as well as you thought you would have, please consider re-reading the books or supplementary readings as the sample questions were drawn directly from them.

1. *Growth negatively affects differentiation in two ways:*

c. The company becomes distracted and overextends its product lines. (*Marketing Gurus*, pg. 14)

2. *True or False: Advertising can create a market position, but cannot reinforce one.*

**False.** "Advertising can reinforce a market position, but cannot create one." (*Marketing Gurus*, pg. 53)

3. *True or False: Segmentation provides a double effect: it fragments the market and at the same time makes it bigger.*

**True.** (*Marketing Gurus*, pg. 21)

4. *Which of the following is one of the ways Raphael and Raphael suggested to turn a prospect into a buyer?*

c. Get involved. (*See Marketing Gurus for the Raphael and Raphael chapter*)

5. *Why is it important to create products that may compete with your already existing products?*

a. Times have changed; the digital era means companies must have competing products.

(*Marketing Gurus*, pg. 190. Also reiterated on pg. 161.)

6. When considering taking a product global, which of the following is **not** a step used to analyze the risks in countries abroad?

c. Assign each variable into groups based on their relation  
(*Rainmaker Handbook* pg. 91)

7. Marketing is about \_\_\_\_\_, and \_\_\_\_\_ is the single most important output of our civilization.

a. spreading ideas, spreading ideas (*All Marketers Are Liars* pg. 17)

**VI. FAQ:**

Have more questions or need more information? Please see our **FAQ (Frequently Asked Questions)** section on Accredited Certification Institute website here:

<https://Certification.com/FAQ>

You can also get in touch with Accredited Certification Institute team over email at [Team@Certification.com](mailto:Team@Certification.com), or by phone and through our Click and Chat tool, accessible from our homepage: <https://Certification.com>.

Thanks for joining Accredited Certification Institute. Please let us know if you have any questions.



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