



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

Program Director: Richard Wilson
Exam Dates: Daily
Email: Team@Certification.com

Time: Self-Paced Program
Location: 100% Online

LEARNING PLATFORM INCLUDES:

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

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 time and effort you put into learning the material, reading the required texts and asking questions if and when they arise.

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

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



Accredited Certification Institute (ACI)

For more information and to register for this self-paced business development training and certification program, please visit our website at:

<https://Certification.com/Courses/Development>