

BD Pro Curriculum

Business Communication

01. Comprehension Skills

- Active Reading
- Active Listening
- Summarizing

02. Collaboration Skills

- Face to Face Conversations
- Telephonic Conversations
- Video Conversations
- Story Telling

03. Business Communication Basics

- Understanding Business Communication
- Tailoring Your Message

04. Written Communication

- Email Etiquette and Writing
- Writing to Persuade
- Informative Writing

05. Public Speaking

- Mastering The Mechanics of Communication
- Speaking to a Group
- Team Meetings
- Speaking at Length
- Presentation Skills

Data Interpretation and Reasoning

01. Quantitative Aptitude

- Basic Arithmetic for sales
- Advanced Arithmetic

02. Computer Skills

- Basics of Computers

03. Analysis and Reasoning

- Logical reasoning
- Decision Making

Sales Management

01. Sales and Sales Techniques

- Introduction to Sales
- Sales Techniques
- Sales Process

02. Sales Planning and Forecasting

- Product / Service Study and Understanding
- Understanding the Market
- Unique Selling Proposition

03. Lead Generation and Management

- Prospecting (Customer Understanding)
- Handling objections
- Closing and Follow-ups
- Customer Value Creation

04. High Performance Sales

- Value Proposition
- Customer Value Creation

05. Organisational Setup and Growth

- Setting up a Sales Organization
- Interpersonal skills