

# Join us for the Professional Business Developer (PBD) Training Program!

*Provided by the Business Development Guild, LLC.*

The Business Development Guild's Mission: "To Be the Premier Source of Education, Coaching, and Support for the Business Development Profession."

The Professional Business Developer (PBD) curriculum is a critical element in training current and the next generation of Business Development (BD) professionals. The curriculum is designed to provide you and your organization best in class revenue generation processes. We have been offering the 12 class course since 2017. This is the fourth year this program has been presented.

## The benefits of obtaining your PBD include:



**Maximize Your Return on Business Development Investment**



**Practical Applications to Daily Activity**



**Advanced Industry Knowledge**



**Access to Industry Experts**



**Improved Communications with Your Operations Team Investment**



**Understanding Best in Class Revenue Generation**

## Program Schedule

**Location:** Your Computer!

**Class Time:** On-Demand 24/7

The curriculum has been designed in 6 modules; each includes two class sessions of 90 minutes each. The twelve classes will be available 24/7 starting in Q2 of 2021 and remote instructor feedback will also be available. New for 2021 the BD Guild will host monthly virtual hang outs for all individuals enrolled in the PBD class as well as all graduates and instructors. The full cost for the PBD Certification Program is \$1,800 for Members, \$2,100 for Non-Members and \$1,500 for Young Professionals. Once certified, it takes 6 CEU's annually to maintain certification.

We are offering a 20% early bird discount for all registrations received by December 31, 2020.

### Module 1

**Anatomy of a Pursuit  
BD Models and Role Definitions**

### Module 2

**Ethics, Politics and Business Development  
Market Research – The Fundamentals**

### Module 3

**Expectations and Measuring Success  
Business and Strategic Planning**

### Module 4

**Return on Relationships / Leveraging Your Network  
Project Delivery Methods**

### Module 5

**Budgeting & Operations in Business Development  
Understanding Business Risk**

### Module 6

**Emotional Intelligence  
Client for Life**