



## ZWEIG GROUP TRAINING PROGRAMS

### AEC BUSINESS DEVELOPMENT

Zweig Group's one-day **BUSINESS DEVELOPMENT TRAINING** program will train your design and technical professionals, as well as your support staff, to become more comfortable dealing with clients and cross-selling your services. We customize the course to focus on the topics that will be most beneficial to your firm.

The training will equip every person in your firm with the tools to best describe your services in a succinct and persuasive way that demonstrates what sets you apart from the competition. It's not enough to have the technical expertise to complete projects, you need seller-doers who can convey excitement and tailor the message for the audience. We recognize not everyone is a born seller, however, everyone can learn how to be more effective at capitalizing on opportunities, creating business, marketing, and promotion. This seminar teaches real-world approaches that can immediately be put into action to help your staff win more work and grow your firm.

#### PROGRAM OVERVIEW

- What's different about business development, marketing, and selling
- Dispelling the myths about selling
- How to overcome "sales reluctance"
- A practical system of targeting and specialization
- Techniques for dealing with obstructions
- The client-centric approach
- Building a personal brand

#### CONTINUING EDUCATION

**4.5 PDH / 0.5 CEU**

Zweig Group seminars are eligible for Professional Development Hours credits and Continuing Education Units. All attendees receive a certificate of completion indicating the number of hours earned during each seminar.



#### NOTIONAL AGENDA

8:30 am – 3:00 pm

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#### CONTACT

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