



Business Development Program and Curriculum Overview

Format

The format of Entrepreneurs Professionals Business Development Program can be either done every other week in the weekly meeting (with the off week being a format where group members or outside speakers will speak to the weekly group meeting) or it can be done as a separate meeting that meets every other week. This separate meeting is best held at a different time and day than the regular weekly meeting, but it could also be held on a different day (eg. also in the morning) as best fits the needs of the chapter.

Overview

The Business Development Curriculum for Entrepreneurs Professionals will be divided into 4 phases that will be utilized by each chapter as the needs of the chapter warrant their use.

Phase 1 is the Introduction / Business Growth phase. This phase lasts from chapter inception until the group has approximately 30 members. During this phase, participants will accomplish the following things:

- Learn how to make the most effective introduction (30-second commercial) for their business
- Become familiarized with the other business entities in their chapter
- Learn how to best promote those businesses to the business and consumer community (eg. "A good lead for me is)
- Get introduced to the concept of how they can best co-market their businesses to the business and consumer communities through the use of "Business Circles"
- Determine what business categories should be actively recruited in the business community to commence in strategically growing the chapter

Once the chapter has achieved the “critical mass size” of 30+ members, the exercises in these other phases are interchangeable to fit the needs of the group

Phase 2 is the Business Circle Formation Phase. During this phase, the chapter begins to “congeal” and start to form inner groups within the chapter that begin to explore their combined business potential.

- Groups are formed as applicable to the member businesses using the “Buyer Dynamic Theory of Marketing.” The main offices of Entrepreneurs Professionals will assist each chapter in the proper formation of their Business Circles
- Groups begin to discuss how their businesses will do business together and work with common clients / customers
- Groups determine what business categories should be further recruited to most effectively enhance their Business Circle.

Phase 3 is Discussion of Issues and Best Practices Phase. During this phase, trust and confidence in the other members of the chapter grows and the chapter members begin to assist one another in solving any issues that arise in the member businesses, as well as discuss best practices to enable the members to grow and become stronger business owners. This phase will allow chapter members to learn from and gain knowledge and confidence in the expertise of their fellow chapter members.

- Groups begin to discuss various positive and negative issues that come up in the daily course of business, and other members “brainstorm” with that member to assist them in those issues. Chapter members who are well versed in these topics may be asked to lead the discussion.
- Groups begin to discuss their best practices amongst one another. These best practices could be a range of topics such as, “How to best handle client follow-up, or invoicing, or revenue tracking or hiring.” Chapter members who are well versed in these topics may be asked to lead the discussion.

Phase 4 is the Business Interaction and Project Development Phase. During this phase, businesses and their Business Circles in the chapter will get to know one another to grow trust and confidence in referring one another business. This will be accomplished in the following ways:

- Discussion of business needs / wants. These can be internal or external needs, for example, needing to fill a position or to be connected with someone who will help the business externally.
- Discussion of business deals. This can be the formation of a business transaction or assistance in getting the transaction done, for example, “I want to target the ___ industry with my business and I want to know who else in the group is interested in working with me in this regard,” or “I have a business transaction / project (in the _____ industry) (or with the _____ company) and I am looking for others who want to partner with me in this regard.

Phase 5 is the Advanced Business Interaction and Project Development Phase. During this phase the business circle members will discuss how to join together in co-marketing ventures that will enable them to go out into the business and consumer communities and combine the marketing of their services and the power of their combined referral activities to seek business as a team within the community.

- Creation of a Marketing Plan for the business circle that will address the following:
 - Discussion of co-marketing goals and objectives
 - Discussion of co-marketing message
 - Discussion of co-marketing strategy
 - Discussion of modalities usage
 - Discussion of budget

Example Activities

Phase 1

Note: The Introduction Format Sheet is given to each member and prospective member when they attend a meeting of the chapter and is expected to be followed at every meeting. The placard displaying this format shall be shown and followed by group members during the introduction phase of every meeting.

Business development exercises for this phase involve:

- Going around the room and practicing this introduction and discussing each member's introduction at length.
- Discussion either together or in groups regarding "what makes your business unique."
- Discussion either together or in groups regarding "what is a good lead for your business."
- Introduction of another person in the group (builds knowledge and understanding of the other business offerings in the group.)
- Discussion of how to recognize an opportunity for other members of the group.
- Discussion of how to incorporate "weekly news" into your introduction
- Go around the room and each person states one business category that they would like to see become a part of this group and why. Discussion amongst members to see who knows a person in that category, or how to go out and find that category.