



## Unit 1 –Business Development

### **Chapter 1 – Maximizing Market Share**

Chapter Overview  
The Importance of Market and Wallet Share  
Focusing on the Market  
Marketplace Analysis  
Marketplace Segmentation  
Continuous Marketplace Analysis  
Marketplace Analysis Practice  
Chapter Review

### **Chapter 2 – Maximizing Wallet Share**

Chapter Overview  
Increasing Wallet Share  
Product Innovation  
Marketing Channels  
Cross-Selling  
Chapter Review

### **Chapter 3 – Increasing Branch Business**

Chapter Overview  
Introduction to Business Development  
Where Does Business Come From?  
Business Development Model  
Identifying Your Existing Network  
Identifying Outreach Plan and Goals  
Outreach Resources  
Chapter Review

### **Chapter 4 – Sales Meetings and Proposals**

Phone Prospects  
Types of Business Development Meetings  
Meeting Cues  
Preparing for Meetings  
Giving Presentations  
Conducting Meetings  
Sales Proposals  
Sales Follow-Up

### **Chapter 5 – Managing Business Development**

Managing Opportunities  
Managing Leads  
Opportunity Management Tools