

Student Guide

Vets2PM



Business Development Professional (BDP)



Vets2PM, LLC.



Contents

Overview	1
Course Objectives	1
BDP Study Plan	1
BDP Course/Exam Flow	2
Test Pass Guarantee	3
Refund Policy	3
Contact Us	4
Study Guide	4

Overview

The mission is to provide those interested in the Business Development profession with a fast way to certify. This course is intended to create a flow for students to pass the Business Development Professional (BDP) certification training from the Global Business Development Association (GBDA). You will be equipped for a career in Account Management, Sales, Recruiting, Business Development, Business Development Analyst, and Business Growth Professional, etc. in corporate America.

Course Objectives

Take and pass the Business Development Professional (BDP) certification training from the Global Business Development Association's (GBDA) website <https://www.gbdassociation.org/home>. More specifically, the BD Professional Certification Exam is found at <https://www.gbdassociation.org/course/business-development-professional-certification> and is the terminal goal of this course. Follow-on goals are to become a master at the BD-BOK and earn the BDP+ by checking back into the Student Portal for added content.

BDP Study Plan

1. Skim through and become familiar with the Business Development Body of Knowledge (BD-BOK).
2. Take the BDP Exam that walks you through the entire BD-BOK almost page for page and certify as a BDP.
3. Go back and read the sections as you complete the test section by section for a deeper understanding.
4. Follow along in your Student Portal and your BDP Course (check back for additions and scenarios) to earn the BDP+ as you will have LIFETIME access to the Vets2PM produced material.

BDP Syllabus/Course/Exam Flow

This course is intended to be delivered in a self-paced OnDemand method following the layout from the Business Development Body of Knowledge (BD-BOK).

1. HOW TO USE THIS BOOK
2. WHAT IS BUSINESS DEVELOPMENT?
 - 2.1 THE NEUROSCIENCE OF BRAND TRUST
 - 2.2 BUSINESS DEVELOPMENT GROWTH MODEL
 - 2.3 BUSINESS DEVELOPMENT VALUE CHAIN
 - 2.4 BUSINESS DEVELOPMENT OPERATIONS FLYWHEEL
 - 2.5 BUSINESS DEVELOPMENT OPERATIONS MODEL
 - 2.6 BUSINESS DEVELOPMENT INTEGRATION ACTIVITIES
3. THE BUSINESS DEVELOPMENT PROFESSION
 - 3.1 BUSINESS DEVELOPMENT FUNCTIONAL SPECIALTIES
 - 3.2 BUSINESS DEVELOPMENT ROLES
 - 3.3 HOW MANY BUSINESS DEVELOPERS DO YOU NEED?
 - 3.4 BUSINESS DEVELOPMENT OPERATIONS FRAMEWORK
4. PURPOSE OF THE BD-BOK
5. BUSINESS DEVELOPMENT PROFESSIONAL CERTIFICATION
6. BUSINESS QUALITY LEVEL CORPORATE CERTIFICATION
7. ABOUT GBDA
8. BUSINESS DEVELOPMENT ETHICS
 - 8.1 BUSINESS DEVELOPMENT PROFESSIONAL CODE OF ETHICS
 - 8.2 BUSINESS DEVELOPMENT ETHICAL ENGAGEMENT PROCESS
 - 8.3 ETHICAL SCENARIOS
 - 8.4 ETHICS AS A COMPETITIVE ADVANTAGE
9. CUSTOMER EXPERIENCE (CX) MANAGEMENT
 - 9.1 CX OPERATIONS
 - 9.2 THE BUSINESS DEVELOPMENT TEAM'S ROLES AND RESPONSIBILITIES IN CXM
10. MARKETING
 - 10.1 MARKETING TACTICS
 - 10.2 MARKETING OPERATIONS
 - 10.3 MARKETING STRATEGY
11. PROSPECT DEVELOPMENT
 - 11.1 PROSPECTING TACTICS
 - 11.2 PROSPECTING OPERATIONS
 - 11.3 PROSPECTING STRATEGY
12. SELLING
 - 12.1 SALES TACTICS
 - 12.2 SALES OPERATIONS
 - 12.3 SALES STRATEGY
13. PRICING
 - 13.1 PRICING TACTICS.
 - 13.2 PRICING OPERATIONS
 - 13.2 PRICING STRATEGY
14. CONTRACTING.
 - 14.1 CONTRACTING TACTICS
 - 14.2 CONTRACTING OPERATIONS
 - 14.3 CONTRACTING STRATEGY
15. CUSTOMER DEVELOPMENT

- 15.1 CUSTOMER DEVELOPMENT TACTICS
- 15.2 CUSTOMER DEVELOPMENT OPERATIONS
- 15.3 CUSTOMER DEVELOPMENT STRATEGY
- 16. CORPORATE DEVELOPMENT
 - 16.1 CORPORATE DEVELOPMENT TACTICS
 - 16.2 CORPORATE DEVELOPMENT OPERATIONS
 - 16.3 CORPORATE DEVELOPMENT STRATEGY
- 17. COMMUNITY DEVELOPMENT
 - 17.1 AUDIENCE DEVELOPMENT
 - 17.2 PARTNER DEVELOPMENT
 - 17.3 ECONOMIC DEVELOPMENT
- 18. PRODUCT DEVELOPMENT
- 19. TACTICAL BUSINESS DEVELOPMENT
- 20. OPERATIONAL BUSINESS DEVELOPMENT
- 21. STRATEGIC BUSINESS DEVELOPMENT Student Support

At Vets2PM we are not check-the-box trainers. We enter into a lifetime relationship with our students. You will have a LIFETIME of access to your Student Portal access (multiple study and work related resources) and are welcome back to access any Vets2PM owned resources. Students also have access to our staff and instructors through our contact us form on our website. There are also the following benefits built-in:

1. Live Instructor Support – Our highly trained instructors have the answers to your questions!
2. LIFETIME Job Placement Assistance – We measure our success by your chapter members achieving meaningful, lucrative careers!

Test Pass Guarantee

No one can guarantee another human will retain, perform, try-hard, or stick with a program. Most states prevent the word “guarantee” from brochures, advertisements, and websites, this is why you don’t see colleges and universities throw guarantees around like infomercials. Beware of companies that do guarantee. We are transparent with students and clients, there are no guarantees unless you consider the following guarantees:

- We have found it is better to obtain your intended certification than to fall back on a failure guarantee; but, if we cannot resolve an issue, we refund eligible portions of money expended.
- We will provide all students with a proven method for certification obtainment.
- We will support students in their journey toward certification or professional development for up to a year from the original purchase date.

Refund Policy

Vets2PM makes every attempt to help our customers and clients reach their goals. We have found reaching the intended goal is better than a refund. However, we do realize there will be unresolvable issues.

1. 100% Refund: If notified two-weeks or greater from course start date.
2. 100% Refund Less \$99 administrative fee: If notified inside two weeks from course start date.
3. 75% Refund: Any student that withdraws on or after course start date but before the second session.
4. 50% Refund: Any student that completes 40% of the course (onsite = 2 sessions; online = 4 sessions) will receive a prorated refund.
5. 0% Refund: If the student completes the course or attends greater than 40% of scheduled course.

Contact Us

If you need more information or support please reach out to us via email hello@vets2pm.com or 1-888-551-4251.

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Study Guide

The BD-BOK is the study guide for this course as it is the outline and content for the exam almost word for word. Once you are in the exam there will be a .pdf version of the BD-BOK provided to you; however, you can also purchase the kindle or hardcopy version from Amazon using the links below.

Hardcopy book - <https://amzn.to/3NtV7P7>

Kindle - <https://amzn.to/40Sx0gc>