

how does your company **MEASURE** in the marketplace?

# Business Development Courses



**Strategic Space  
Development**  
*Delivering Results*

Strategic Space Development

# Strategic Space Development

## How does your company measure in the marketplace?

Strategic Space Development offers a set of introductory and advanced Business Development courses that will improve how you do business and expand your business capture. By presenting the latest in business development techniques, trends and cutting-edge knowledge, these courses are guaranteed to increase your company's value in the marketplace. SSD offers these courses on-site or for open-enrollment to meet your company's needs. Register today for one of our three open-enrollment courses or contact us to set up an on-site training. See back cover for details.

## Who should attend?

Whether you are an executive, small business owner, a seasoned business development professional or an engineer new to the area of sales and proposal development, you will find great value in learning the latest thinking in strategy, sales techniques, competitive intelligence, and methods to organize existing business development activities.

**Jim Cantrell, President and CEO of SSD**, is an enthusiastic instructor who is well-known in the field of business development. A founder of several entrepreneurial start-ups, Mr. Cantrell will not waste your time with academic theory but give hands-on examples of the hidden forces at work, show you how to "follow the money" and how to guide a prospect from uncertainty to a high probability sale. Mr. Cantrell has served on major government source selection boards and as an aerospace executive. He provides valuable information, techniques and skills applicable the moment you step out of the course.



## Courses

### **Business Development: Secrets to Success**

A two-day course for professionals seeking new business for their organization. This seminar specifically concentrates on the business development process and the fundamental techniques central to its successful execution. This course covers five key areas: Understanding the sales process, Developing the new business funnel, The role of marketing and brand generation, Developing Competitive Intelligence, Proposal strategy development and execution.

### **Competitive Intelligence: Practices and Techniques**

Offered as a companion course to *Secrets to Success*, this course focuses on the techniques and approaches for gathering competitive intelligence to support capture efforts. This is an eye-opening view into the world of competitive intelligence gathering, how it is done and some of the pitfalls.

This one-day seminar demonstrates how to develop open source competitive intelligence from places such as the internet, lobbying reports, SEC filings, professional networks, and conducting information synthesis. Also covered are the major stages of a competitive intelligence campaign and how to successfully execute it.

A large, semi-transparent background image showing a man and a woman in business attire sitting at a table, looking at a laptop. The man is on the left, looking towards the woman on the right. The woman is looking down at the laptop. The image is slightly faded and has a soft glow.

value

## Calendar

May 28–30  
September 17–19  
December 3–5

Key West—Casa Marina Resort and Beach Club  
Washington DC—Sofitel Lafayette Square  
Los Angeles—Sofitel LA

# Registration

Register online at [bdcourses.com](http://bdcourses.com) or  
contact Rebecca Stowers, [rebecca@stratspace.net](mailto:rebecca@stratspace.net)

Space is limited and special rates are offered for clients and groups.

Secrets to Success	Early-bird fee \$2700	Regular enrollment \$3000
Competitive Intelligence	Early-bird fee \$1600	Regular enrollment \$1800
Both Courses	Early-bird fee \$3100	Regular enrollment \$3500

On-site courses: fee determined on attendee size and course selection.

All venues were selected for close proximity to local attractions. Make your room reservations early.

For more information contact:  
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Director of Marketing and Events  
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**Visit our website  
and register at  
[bdcourses.com](http://bdcourses.com)**

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