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# BUSINESS DEVELOPMENT & SALES

## SKILLS BOOTCAMP GUIDE

- Fully funded for unemployed and self-employed learners
- Employers contribute just 10% of the course cost
- Large employers contribute 30%

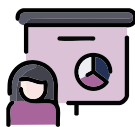


The Skills Bootcamps are part of the UK Government's Lifetime Skills Guarantee, helping everyone gain skills for life. They are funded and managed by the Department for Work and Pensions, (DWP), Hampshire County Council, and delivered by YTKO.



### Skills Bootcamp content

This Business Development and Sales Skills Bootcamp has been designed to fast-track your confidence, strengthen your selling skills, and help you build a robust strategy to grow your business or career.



### Skills Bootcamp delivery

There will be 10 Skills Bootcamps in total, delivered via a blended format some in-person and majority online (Zoom), led by experienced tutors who understand real-world business challenges.



### Flexible formats

All presentation slides from each session will be available online and can be accessed even after the course.



### Learner Administration

Before the course begins, learners must complete the Skills Bootcamps Learner Declaration to confirm enrolment and secure their place.



### Wrap around learning support

As well as the core Skills Bootcamps, you'll have access to a full package of support designed to ensure you're not just learning – but thriving. From expert guidance to hands-on workshops, every element is crafted to drive real-world results. This includes access to 1-to-1 sessions with tutors and regular progression meetings to keep you on track.

You'll also be invited to **join bonus workshops**, with up to two sessions each week on specialist topics such as CRM tools, emotional intelligence in selling, or B2B marketing techniques. These are perfect for deepening your knowledge in key areas of sales and business development. With flexible ways to learn and expert guidance throughout, you'll have everything you need to apply your new skills and move forward with confidence.

## SKILLS BOOTCAMP SESSIONS

### 1: Foundations of Business Development and Learner Enrolment Session

- Course walk through: understanding of the outcomes and expectations
- Overview of the Competency Framework and Portfolio
- Meet the tutoring team
- Foundations of Business Development
- Networking
- All your questions answered

### 2: Understanding Your Ideal Customer & Market Positioning

- Build customer personas and define your target market
- Identify your USP and competitive positioning
- Master the art of persuasive messaging that resonates with your ideal clients
- Align messaging with customer motivations and expectations

### 3: Strategic Sales Planning, Buyers Psychology and Emotional Intelligence

- Create a practical sales plan with clear targets and timelines
- Learn to forecast, track leads and manage your sales pipeline
- Map the customer journey across sales stages
- Use templates and KPIs to monitor progress and performance

### 4: Effective Prospecting Techniques

- Discover high-converting prospecting methods, including digital, referral and social outreach strategies.
- Develop effective scripts and outreach messaging
- Build a consistent follow-up and lead qualification process
- Use LinkedIn and other tools to generate new leads

### 5: Sales Conversations & Pitching

- Build confident, structured sales conversations and pitches
- Learn techniques like storytelling and SPIN selling
- Tailor your pitch to client needs and buyer behaviour
- Practise presenting value with real-time feedback
- Walk away with a confident, polished pitch tailored to different buyer personas

### 6: Objection Handling & Negotiation Skills

- Handle objections using empathy and active listening
- Learn practical negotiation tactics to reach win-win outcomes
- Understand the psychology of client resistance
- Build your personal negotiation and objection-handling toolkit

### 7: Digital Sales Tools & CRM for SMEs

- Explore CRM systems to track sales, leads and customer touchpoints
- Use digital tools to automate sales processes and manage pipelines
- Generate insights from customer and sales data
- Improve retention through structured relationship management
- Find out how top-performing sales teams use technology to save time and close more deals

### 8: Marketing Strategies to Support Sales Growth

- Align sales and marketing strategies for greater impact
- Choose marketing channels to support lead generation
- Build a mini sales and marketing campaign
- Track performance and adapt to improve results

### 9: Closing the Sale & Post-Sale Excellence

- Learn proven techniques to confidently close deals
- Develop a structured onboarding and post-sale process
- Explore upselling, cross-selling and retention strategies
- Create a 30-day client nurturing and upsell plan

### 10: Growth Review, Scaling & Accountability

- Review your sales journey and identify what works
- Create a 90-day action plan for growth and accountability
- Set scaling goals and define key milestones
- Present your sales roadmap, gain final expert feedback, and walk away with a clear, actionable plan to support a step-change in your business or career plan

## Bonus Workshops – Expand Your Skills Further

Want to stand out in your field? Our bonus workshops let you dive deeper into trending tools and strategies — helping you stay ahead of the curve.

### Topics may include:

- Using AI tools in sales workflows
- Emotional intelligence and sales resilience
- Optimising CRM for pipeline automation
- Strategic networking and lead generation

New topics are introduced regularly — join as many as you like to broaden your learning and strengthen your sales approach.

**Ready to take your sales skills to the next level?**

*Places are limited* — secure your place today  
or contact us directly at [\*\*skillsbootcamps@ytko.com\*\*](mailto:skillsbootcamps@ytko.com)

Our team is on hand to help you get started.