

GrowBIG® Training is a comprehensive business development methodology, providing every skill needed to be successful. It's designed for technical professionals that have to retain and grow client relationships, even when they're busy. Over 150 peer-reviewed studies provide the science behind the proven steps taught in the training.

Authentically Build Your Personalized Foundation	Efficiently Win Business In A Way Your Clients Will Love	Authentically Create Demand For Work You Want Most	Create Momentum Throughout The BD Process	Elevate Your Impact To Take Control
<p>Adopt The Right Mindset By Focusing On A Better Buying Process</p> <p>Create a client-centric, enjoyable, fast path to a yes 1</p>	<p>Listen And Learn For A Triple Win</p> <p>Ask well-designed questions that are a pleasure to answer, deepen relationships and give us a unique growth advantage 3</p>	<p>Create Demand Through A Relationship Advantage</p> <p>Use the science of likeability and top-of-mindedness to create a relationship advantage 8</p>	<p>Plan And Execute Your BD Meetings To Make Positive Progress</p> <p>Efficiently plan and execute successful business development meetings, from informal introductions to high stakes finalist presentations 10</p>	<p>Assess Your Progress To Move Forward</p> <p>Reflect on your growth and take your skills to the next level 13</p>
<p>Adapt Your Thinking To Win With Everyone</p> <p>Adapt to unique thinking styles to connect with anyone you work with 2</p>	<p>Create Curiosity To Increase Engagement</p> <p>Leverage the intrinsic power of curiosity to attract attention and build momentum 4</p>	<p>Create Demand Through Your Expertise</p> <p>Leverage the science of strategically giving to generate traction for the work you want 9</p>	<p>Craft And Execute Client Growth Plans To Grow Your Impact</p> <p>Get your client team strategically aligned and operationally streamlined to grow 11</p>	<p>Develop Targeting Criteria To Focus Your Efforts</p> <p>Identify the specific, fact-based criteria to drive outsized results through prioritizing your BD efforts 14</p>
	<p>Build Everything Together To Get The Yes</p> <p>Use the science of small advances to get big results 5</p>		<p>Build Powerful BD Habits</p> <p>Hack your habits to grow your book of business and deepen relationships, even when you're really busy 12</p>	<p>Foster New Relationships: Broaden Out And Ladder Up</p> <p>Meet the right new people in ways they'll want to bend their schedule to meet you, instead you bending yours to meet them 15</p>
	<p>Position Your Offerings Uniquely To Be Chosen More Often</p> <p>Use the science of positioning to win more 6</p>			<p>Gain Traction With Early Stage Relationships</p> <p>Design your short-term interactions to create long-term success 16</p>
	<p>Talk About Money With Confidence</p> <p>Use mental heuristics and behavioral economics to get paid what you're worth 7</p>			<p>Grow Your Book Of Business, Your Relationships And Your Career</p> <p>Build your personal strategy and execution plan to gain control and live the life you want 17</p>