



**The Accidental Accountant™**  
*Using Improvisation To Create Positive Results*

## **Tips and Techniques on Developing New and Existing Business**

In today's competitive market, business development is critical to survival. Business development can be defined as "attracting new business and retaining quality business."

This is a challenging task and one that requires knowledge, experience, patience, and a plan. Business development does not happen overnight, it is a process of developing relationships over time and having a plan in place in order to achieve your goals. The earlier that a professional understands the process of business development the more profitable to the organization they will become.

### **Learning Objectives:**

Following completion of this course, participants will be able to:

- Discuss the company's mission statement and values
- Discuss in detail the characteristics of their industry
- Analyze their competitors strengths and weaknesses
- Analyze their social and professional network
- Development a strategic plan for the coming year

**Recommended CPE credit:** 2 - 8 hours

**Prerequisites:** An open mind

**Designed for:** Practitioners, auditors, analysts, firm administrators, and finance professionals

**Course Level:** Basic