

SBD INSTITUTE

Training | Research | Consulting



SALES & BUSINESS DEVELOPMENT PROGRAMMES

Driving Revenue Growth. Building High-Performance Sales Teams. Winning in Competitive Markets.

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About the Sales & Business Development Academy

The SBD Institute Sales & Business Development Academy™ is a specialised platform designed to help organisations accelerate revenue growth by strengthening sales capability, business development strategy, and customer acquisition systems.

In today's market, organisations do not struggle because of lack of opportunity — but because of weak sales execution and inconsistent revenue systems:

- Weak sales execution and poor conversion
- Transactional selling approaches that destroy trust
- Limited business development strategy
- Poor pipeline management and visibility
- Inconsistent revenue performance across teams

The Academy addresses these challenges through a structured portfolio of sales training programmes, business development interventions, and revenue growth consulting solutions.

Our Philosophy

We Believe

- Sales is a structured, repeatable process — not guesswork
- Revenue growth is driven by systems, not individuals alone
- Consultative selling builds long-term value and trust
- Strong relationships drive sustainable business growth
- Sales performance must be measurable and actively managed

Our Programmes Are Designed To

- Improve sales effectiveness and conversion rates
- Strengthen pipeline visibility and management
- Build high-performing, accountable sales teams
- Drive sustainable and predictable revenue growth

Programme Portfolio Overview

Nine specialist programmes covering every dimension of sales excellence — from foundational selling skills to strategic business development, key account management, and sales leadership:

01 Sales Excellence Mastery Programme™*Building High-Performance Sales Professionals*

For: Sales Teams, Business Development Executives

03 Key Account Management Excellence Programme™*Growing Strategic Client Relationships*

For: Key Account Managers, Corporate Sales Teams

05 Sales Leadership Development Programme™*Leading High-Performance Sales Teams*

For: Sales Managers, Team Leaders

07 Negotiation & Closing Skills Programme™*Winning Deals and Maximising Value*

For: Sales Teams, Business Development Professionals

09 Sales Performance & Productivity Programme™*Driving Results Through Systems and Discipline*

For: Sales Teams, Managers

02 Consultative Selling Programme™*From Product Selling to Value-Based Conversations*

For: Sales Professionals, Relationship Managers

04 Business Development Strategy Programme™*Winning New Markets and Opportunities*

For: Business Development Teams, Managers

06 Pipeline Management & Forecasting Programme™*Building Predictable Revenue Systems*

For: Sales Teams, Managers

08 Customer Acquisition & Growth Programme™*Expanding Market Reach and Growing Revenue*

For: Sales & Marketing Teams

Programme Details

01	Sales Excellence Mastery Programme™ FLAGSHIP PROGRAMME <i>Building High-Performance Sales Professionals</i>	
PROG.	Ideal For: Sales Teams, Business Development Executives	
	FOCUS AREAS – Sales process mastery and structure – Prospecting and lead generation systems – Needs analysis and solution selling – Closing techniques and deal conversion	IDEAL FOR – Sales Teams – Business Development Executives
02	Consultative Selling Programme™ <i>From Product Selling to Value-Based Conversations</i>	
PROG.	Ideal For: Sales Professionals, Relationship Managers	
	FOCUS AREAS – Understanding and uncovering client needs – Solution-based and value-led selling – Value proposition development and communication – Building trust, credibility, and long-term relationships	IDEAL FOR – Sales Professionals – Relationship Managers
03	Key Account Management Excellence Programme™ <i>Growing Strategic Client Relationships</i>	
PROG.	Ideal For: Key Account Managers, Corporate Sales Teams	
	FOCUS AREAS – Strategic account planning – Relationship management and engagement – Client retention and loyalty strategies – Revenue growth from existing high-value clients	IDEAL FOR – Key Account Managers – Corporate Sales Teams
04	Business Development Strategy Programme™ <i>Winning New Markets and Opportunities</i>	
PROG.	Ideal For: Business Development Teams, Managers	
	FOCUS AREAS – Market analysis and opportunity mapping – Opportunity identification and qualification – Business growth and expansion strategies – Strategic partnerships and alliances	IDEAL FOR – Business Development Teams – Managers

05	Sales Leadership Development Programme™ <i>Leading High-Performance Sales Teams</i>	
PROG.	Ideal For: Sales Managers, Team Leaders	
	FOCUS AREAS – Sales team management and motivation – Performance tracking and accountability – Coaching and mentoring sales professionals – Building a high-performance sales culture	IDEAL FOR – Sales Managers – Team Leaders
06	Pipeline Management & Forecasting Programme™ <i>Building Predictable Revenue Systems</i>	
PROG.	Ideal For: Sales Teams, Managers	
	FOCUS AREAS – Pipeline development and qualification – Opportunity management and progression – Sales forecasting and revenue visibility – Conversion optimisation techniques	IDEAL FOR – Sales Teams – Managers
07	Negotiation & Closing Skills Programme™ <i>Winning Deals and Maximising Value</i>	
PROG.	Ideal For: Sales Teams, Business Development Professionals	
	FOCUS AREAS – Negotiation strategies and frameworks – Handling objections confidently – Closing techniques and decision facilitation – Value-based negotiation and deal structuring	IDEAL FOR – Sales Teams – Business Development Professionals
08	Customer Acquisition & Growth Programme™ <i>Expanding Market Reach and Growing Revenue</i>	
PROG.	Ideal For: Sales & Marketing Teams	
	FOCUS AREAS – Customer acquisition strategies and funnels – Lead generation systems and outreach – Growth tactics for different market segments – Retention strategies and lifetime value	IDEAL FOR – Sales & Marketing Teams

09

Sales Performance & Productivity Programme™*Driving Results Through Systems and Discipline***PROG.**

Ideal For: Sales Teams, Managers

FOCUS AREAS

- Sales KPIs, metrics, and dashboards
- Performance tracking systems
- Accountability frameworks and ownership
- Productivity improvement and time management

IDEAL FOR

- Sales Teams
- Managers

Advisory & Consulting Services

Beyond structured programmes, the Academy provides sales and business development consulting to strengthen revenue systems and accelerate growth:

Sales Strategy Development

- Sales strategy design and alignment
- Market positioning
- Revenue growth planning

Sales Systems & Process Design

- Sales process optimisation
- Pipeline system design
- CRM alignment and usage

Sales Team Restructuring

- Role definition and clarity
- Territory design
- Team performance systems

Revenue Growth & Market Expansion Consulting

- Growth strategy development
- New market entry planning
- Business development advisory

Delivery Approach

How We Deliver

- Practical workshops with real-world application
- Real-life sales scenarios and deal simulations
- Role plays and structured practice
- Case studies from African market contexts
- Peer learning and coaching conversations

Programme Principles

- Practical — applied directly to real sales situations
- Results-driven — focused on conversion and revenue
- Performance-focused — linked to measurable KPIs
- Immediately applicable — skills used from day one

Programme Formats

In-Person Training

Sales Masterclasses

Virtual Learning

Hybrid Programmes

Sales Bootcamps

Why the Sales & Business Development Academy

Organisations that invest in sales capability achieve measurable improvements across revenue, relationships, and competitive positioning:

Increased Revenue Growth

Structured sales systems that drive consistent performance

Higher Conversion Rates

Better qualified pipelines and stronger closing capability

Stronger Client Relationships

Consultative approaches that build long-term loyalty

Improved Sales Team Performance

Accountable, coached, and motivated sales professionals

Sustainable Competitive Advantage

Capability that compounds over time

The SBD Institute Sales & Business Development Academy™ is a comprehensive platform designed to help organisations build high-performance sales teams, strengthen business development capability, and drive sustainable revenue growth.

Revenue is not an accident —

it is the result of structured effort, disciplined execution, and strong relationships.

The SBD Institute Sales & Business Development Academy™ partners with organisations to build capability, strengthen systems, and deliver measurable growth.

Driving Sales. Building Relationships. Delivering Growth.

Contact Us

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