



Strategic Space  
Development  
*Delivering Results*

# On-Site Business Development Course

## Have the training come to you!

A strategic and affordable way to train your company's professionals in business development techniques and solutions! Strategic Space Development offers a unique set of business development courses right at your place of business. These courses provide cutting-edge insight and valuable practices for winning new business and gathering competitive intelligence. Courses are offered on-site to expand training coverage within your company and are tailored to meet your needs and goals in developing business.

Operating primarily in the aerospace industry, SSD is a highly successful business development consulting firm. Our Business Development courses are an outgrowth of that success. In past years, we have had rave reviews from our participants who have consistently referred others to our courses. There is simply nothing else like it in the industry.

**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. What's more, Jim configures his presentations to each company to enhance the training success. 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.

**"Jim is perhaps the best  
business development person  
that I have ever met."**

—Chris King, Director of Directed Energy Weapon  
Programs, Raytheon Missile Systems

**Past On-site course customers!**  
ARINC, APL, FUTRON, Honeywell



## Set up the classroom right at your facility.

On-site course length can range from a condensed single day overview of business development practices and management techniques to a more extended three day course covering all of the material offered in our open-enrollment courses.

You configure the course! All of the material is based on a combination of our existing two business development courses—Business Development: Secrets to Success and Competitive Intelligence: Practices and Techniques—with extended offerings in competitive intelligence and business development management techniques. We can combine our introductory and advanced business development course modules into a tailored overview covering the top level subjects important for both managers who are involved in business development and proposal writing as well as for technical staff who are either new to business development or are looking to learn new techniques and strategies.

### Our course modules cover the following areas:

- ✓ Overview of the business development process
- ✓ Market and competitive intelligence
- ✓ Leads development and revenue pipeline management
- ✓ Capture strategy development
- ✓ Strategic Selling
- ✓ Brand development and management
- ✓ Source selection fundamentals
- ✓ Proposal development
- ✓ Shaping the competitive landscape
- ✓ Managing business development efforts

**“I hope that my competitors don’t take this course!”**

—Ted Cheng, CEO Vision Composites

### General Cost

We offer a tiered fee system for the on-site course based on the number of days and number of attendees. We have a minimum requirement of ten students. All costs include labor and travel expenses required to conduct the course onsite—see our price chart below.

### Set Up a Course

Send a request for an estimate to Rebecca Stowers at [rebecca@stratspace.net](mailto:rebecca@stratspace.net) or call 1-888-327-3993 ext. 7. Set a course date and make a difference in your business development strategy!

**Visit our website**  
**[bdcourses.com](http://bdcourses.com)**

Attendees	Cost Per Attendee	Total Cost Range
10	\$700	\$7000
11–20	\$675	\$7,675–13,750
21–30	\$650	\$14,300–\$22,250
31 and above	\$625	\$22,875 and up

\*Client discounts available.