TechLabs

Business Development Executive (IT)

Syllabus

Module 1

Introduction to IT Industry

- Overview of the IT industry
- Software Development Life Cycle (SDLC)
- Web Development Basics
- Mobile App Development
- Cloud Computing Basics
- AI, ML, and Emerging Technologies
- IT Services vs IT Products

Module 2

Business Development Fundamentals

- Role and Responsibilities of a BDE
- Sales Funnel and Sales Cycle
- Lead Generation Process
- Customer Acquisition Strategies
- Market Research Techniques
- Competitor Analysis

Module 3

Communication Skills

- Professional Email Writing
- Business Communication
- Presentation Skills
- Telephone and Video Call Etiquette
- Client Meeting Handling
- Negotiation Skills

Module 4

Lead Generation

- LinkedIn Prospecting
- Database Creation
- Cold Calling Techniques
- Cold Email Campaigns
- Social Media Lead Generation
- Referral Marketing

Module 5

IT Services Understanding

- Website Development
- E-commerce Solutions
- Mobile Applications
- ERP & CRM Solutions
- Digital Marketing Services
- UI/UX Design Services
- Software Maintenance & Support

Module 6

Proposal & Documentation

- Requirement Gathering
- Preparing Quotations
- Proposal Writing
- Statement of Work (SOW)
- Memorandum of Understanding (MoU)
- Contract Basics

Module 7

CRM Management

- CRM Introduction
- Lead Tracking
- Opportunity Management
- Follow-up Scheduling
- Sales Reporting
- Pipeline Management

Module 8

Digital Marketing for BDE

- SEO Basics
- Google Ads Overview
- Social Media Marketing
- Content Marketing
- Email Marketing
- Marketing Automation

Module 9

International Business Development

- Working with International Clients
- Time Zone Management
- Upwork & Freelancer Platforms
- Proposal Submission
- Client Onboarding
- Cross-Cultural Communication

Module 10

Sales Metrics & Reporting

- Revenue Targets
- Conversion Rate Analysis
- Lead Qualification (MQL & SQL)
- KPI Tracking
- Monthly Sales Reports
- Forecasting

Practical Assignments

- Create a target client database of 100 companies.
- Draft 10 cold emails for IT services.
- Conduct 20 mock cold calls.
- Create a sales pitch for website development services.
- Prepare an IT project proposal.
- Manage leads using a CRM.
- Conduct a competitor analysis report.
- Generate leads through LinkedIn outreach.
- Generate leads from freelancer.
- Generate leads from up works.

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