



CERTIFIED BUSINESS DEVELOPMENT EXPERT

## **SYLLABUS: CERTIFIED BUSINESS DEVELOPMENT EXPERT (CBDE)**

**Program Director:** Richard C. Wilson | **Time:** Self-Paced Program  
**Location:** 100% Online | **Email:** [Clients@FamilyOffices.com](mailto:Clients@FamilyOffices.com)

**Double your business development capabilities and expertise through our self-paced certification program for sales associates, business development professionals, and founders looking to scale their business or platform.**

### **LEARNING PLATFORM INCLUDES:**

- 46 Video Modules & 8 Expert Audio Interviews (Streamed via the FOC Portal and Mobile App)
- Every program includes 2 years of virtual access to 30 investor club events, and 30+ AI tools, and every program features \$1B+ investment firms founders, family offices, investors, etc. as instructors, not tenured professors stressing economic theories or memorization of terms.

### **LEARNING OBJECTIVES/GOALS OF THE CBDE PROGRAM:**

1. How to improve your business development tactics using influence and persuasion.
2. How to leverage your team's knowledge and content to attract more clients to your business each week.
3. How to become an authority figure within your niche and widen the funnel of your client pipeline development efforts.
4. And why following our 3-step formula will help you develop more business relationships than your competitors.

### **PROGRAM REQUIREMENTS:**

***Self-Management:*** The Certified Business Development Expert (CBDE) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of time and effort you put into learning the material, read the required readings and ask questions as they arise.

**MASTER'S CERTIFICATE PROGRAMS:** Become certified in one, two or complete any four to earn your Master's Certificate in Investments. To learn more about these Certification Programs and how to earn one, please see our website: <http://FamilyOffices.com/Certifications>



Family Office Club

[www.FamilyOffices.com](http://www.FamilyOffices.com)

**REQUIRED TEXTS:** These books are available online and in most bookstores. Amazon.com carries all of the required texts below:

1. Marketing Gurus by Chris Murray. ISBN-13: 978-1591841050
2. All Marketers Are Liars by Seth Godin. ISBN-13: 978-1591841005
3. The Marketer's Bible by Richard C. Wilson. ISBN-13: 978-1460945780

