

# Business Development Challenge

Work out a business development plan (Max. 3 slides) on how you will execute on training more people at ABN AMRO in Q2.

To help you get started, think of covering the following points:

1. Analyze the opportunity
2. Plan of attack (detailed plan about the political map of the organisation, who to speak to)
3. The offer and how you would convince the team.
4. Please teach us more about your sales tactics and way of working.
5. The presentation needs to be in English.
6. The presentation should be around 15 min. there will be a 10 min Q&A afterwards

Finally, we are a fan of creative approaches.

## Emails

For this part of the case, you'll write responses to some frequently asked questions about - from companies that are interested in working with us.

- More information to come day of.