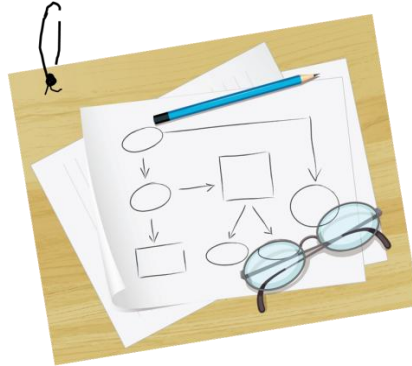


Sample Process for Development

Participant Manual



Exercise – Helping Sushant

Instructions

- Presented below are the activities that Sushant is engaged in
- Identify those that are directly a part of business development
- You must select all the correct options

Activities are as follows:

1. Provides a questionnaire to the customer with question to help understand the customer's need better
2. Lists SMART objectives for the project
3. Conducts a detailed survey of the target group by circulating questionnaires to check the gaps
4. Details the profile of the target audience
5. Ensures his team is well prepared for meeting the objectives