

## Whetstone Growth Academy 2016 Calendar

Date	Module	Time (Central)
<b>MAY 2016</b>		
May 10	101 – Basic Business Development Concepts and Your Role	1:00 – 2:00 PM
May 12	201A – Basic Client Marketing I	1:00 – 2:00 PM
<b>JUNE 2016</b>		
June 1	301A – Client Cross-Selling I	1:00 – 2:00 PM
June 7	401A – Prospecting and Closing: What it Means to be a Business Developer	1:00 – 2:00 PM
June 8	201B – Basic Client Marketing II	1:00 – 2:00 PM
June 16	301B – Client Cross-Selling II	1:00 – 2:00 PM
June 22	401B – Prospecting and Closing: Assessing Needs and Influencing Perceptions	1:00 – 2:00 PM
June 28	102 – Client Service Communication Skills	1:00 – 2:00 PM
<b>JULY 2016</b>		
July 5	202 – Working Events	1:00 – 2:00 PM
July 7	401C – Prospecting and Closing: Working the Decision Cycle	1:00 – 2:00 PM
July 26	103 – Intro to Using Social Media for Professionals	1:00 – 2:00 PM
July 27	302 – Generating Effective Referrals	1:00 – 2:00 PM
<b>AUGUST 2016</b>		
August 2	203 – Intermediate Social Media Usage	1:00 – 2:00 PM
August 3	303 – Personal Marketing Methods and Skills	1:00 – 2:00 PM
August 18	402A – Mastering the Proposal Process I	1:00 – 2:00 PM
August 23	304 – Using Social Media as a Prospecting Tool	1:00 – 2:00 PM
<b>SEPTEMBER 2016</b>		
September 21	402B – Mastering the Proposal Process II	1:00 – 2:00 PM
<b>OCTOBER 2016</b>		
October 18	403A – Determining Goals and ROI for Your Book of Business I	1:00 – 2:00 PM
<b>NOVEMBER 2016</b>		
November 8	403B – Determining Goals and ROI for Your Book of Business II	1:00 – 2:00 PM
<b>DECEMBER 2016</b>		
December 6	404 – Specializing and Focusing Your BD Efforts	1:00 – 2:00 PM