

BDEV101

Business Development for Home Care & NDIS Providers



Since the introduction of the NDIS in 2016 and the deregulation of the Home Care industry in 2015, the sectors have transformed into a competitive marketplace. Organisations that want to continue to deliver on their mission must implement business development strategies to attract and retain NDIS participants and Home Care clients while competing with other organisations that are trying to attract the same clientele.

CareCFO's Business Development seminar provides practical hands-on information, facilitated by experts who have successfully implemented business development strategies in the disability and Home Care sectors. We provide current market information and best-practice strategies to guide you in developing your business development strategy and action plan.

Seminar Overview

- Define business development
- Overview of the NDIS and Home Care market
- Setting short, medium, and long-term Business Development Goals
- Linking goals to mission and strategic objectives
- Undertake customer analysis and customer journey mapping
- Key metrics to support long term business development
- Understand market position and undertake competitor analysis
- Marketing for Business Development
- Developing your messaging and key marketing techniques
- Engaging stakeholders to ensure long term success
- Analysing internal processes to improve customer experience

Visit our website for upcoming seminars or to book an in-house session

Duration: 3 hours

Reference Material: Provided

Suggested Participants

- CEOs
- Executives
- Managers
- Supervisors
- Those responsible for business development

Cost

Webinar

\$299 +GST per person

Face-to-Face Inhouse Sessions available upon request

1300 075 511
education@carecfo.com.au
www.carecfo.com.au

