

## Business Development Advisor Certification overview



The Centers in the Network, located throughout Illinois, include Illinois Small Business Development Centers (SBDC), Procurement Technical Assistance Centers (PTAC), International Trade Centers (ITC) including NAFTA Opportunity Centers (NOC), Technology, Innovation and Entrepreneurship Services (TIES,) Women's Business Centers, the Office of Minority Business Development, Small Business Incubators (SBI), and Small Business Innovation Research Centers (SBIR.) These organizations comprise the Illinois SBDC Network.

Assistance is provided in the areas of preparing business and marketing plans, securing capital, improving business skills, accessing international trade opportunities, and addressing other business management needs. The IESBGA is a collaborative arrangement among the Department of Commerce and Economic Opportunity (DCEO), the U.S. Small Business Administration (SBA), the U.S. Department of Defense (DOD), colleges and universities, and private organizations.

### **Purpose of the IESBGA Business Development Advisor Certification Program**

- The purpose of the Professional and Certification Program for the Illinois Entrepreneur and Small Business Growth Association is twofold:
- To provide standardization of excellence in entrepreneur counseling throughout the Illinois SBDC Network.
- To provide the basic knowledge and tools needed by each counselor within the Network.

## Business Development Advisor Certification overview

**Peer Coach**

- Provides a safe environment with support and encouragement
- Participates in in-person meetings and webinars
- Approves Business Development Advisor's assignments
- Answers Business Development Advisor's questions and addresses their concerns
- Receives credit toward recertification

 

Introduction to Business Development Advisor

Peer Coaches are experienced Certified Business Development Advisors who assume the responsibility of guiding new Business Development Advisors through the training and certification process. The Peer Coaches are also responsible for evaluating the training activities of the new Business Development Advisors and documenting the completion of these activities.

Business Development Advisors with expertise in a particular functional area (such as finance or procurement) may be asked by a Peer Coach to co-counsel a new Business Development Advisor. In this manner, the Business Development Advisor will have the opportunity to observe and learn first-hand from specialists in various areas. The Peer Coach has the responsibility of documenting any training activity that takes place under his or her guidance and reporting the satisfactory completion to the Program Administrator.

**Business Development Advisor**

The Business Development Advisor seeking certification or recertification has specific responsibilities for:

- Requesting access to the modules from the Program Administrator
- Submitting Certification / Recertification form in Global Classroom
- Completing modules and all assignments
- Attending in-person meetings / webinars
- Observing the recommended timelines
  - Completing Modules 1 – 4 within six months from start
  - Certification in first year
  - Re-Certification every five years

 

Introduction to Business Development Advisor

# Business Development Advisor Certification overview

## Business Development Advisor Certification

**Certification:**  
 Module 1 - Prior to assisting any client  
 Module 2 - Within 60 days  
 Modules 3 and Module 4: Within six months

1. Business Development Advisor certification within one year
2. Recertification every five years

Full and Part-time Advisors – employees and volunteers  
 Module One – Everyone who sees a client!




Introduction to Business Development Advisor

## Business Development Advisor Certification & Recertification

Certification	Recertification
<b>Qualifications</b> <ul style="list-style-type: none"> <li>- Education</li> <li>- Work Experience</li> <li>- Other Experiences</li> <li>- Required Modules: First four Modules</li> </ul>	<b>Professional Development &amp; Contribution to Network</b> <ul style="list-style-type: none"> <li>- State &amp; National Conferences</li> <li>- Peer Coach</li> <li>- Required Modules: Module One &amp; Module Three</li> <li>- Additional Training</li> </ul>




Introduction to Business Development Advisor

## Training Module Design



Performance Goals



Documentation

Discussion

Training Tasks

Evaluation Procedure

1. Business Development Advisor eGuide
  1. Performance Goals
  2. Training Tasks
  3. Evaluation Procedures
  4. Topic Specific Information
2. Program eGuide
  1. Webinar / Face to Face
  2. Videos
  3. eTraining Modules
  4. Activities
  5. Evaluation
  6. Counseling
  7. Peer Coach Discussions




Introduction to Business Development Advisor

All documentation for the program and training modules is electronic. Two documents are available to download - Program eGuide and Business Development Advisor eGuide.

# Business Development Advisor Certification overview

<h3>Module 1 - Code of Professional Performance</h3> <ul style="list-style-type: none"> <li>Demonstrate the adherence to the Code of Professional Performance</li> <li>Understand and comply with the policies and procedures of the host institution</li> <li>Abide by conflict of interest policies and client confidentiality requirements</li> </ul>  <p>Gain a better understanding of the ethical standards and expectations for Business Development Advisors performance.</p> <p>AMERICA'S SBDC ILLINOIS Introduction to Business Development Advisor SBA</p>	<h3>Module 2 – Counseling Techniques</h3> <ul style="list-style-type: none"> <li>Display knowledge and use of effective counseling techniques</li> <li>Identify and assess a client's background and current needs</li> <li>Utilize effective guidance and coaching techniques to meet client needs</li> </ul>  <p>Gain a better understanding of Counseling Techniques (Listening, Observation, Problem Solving) and the role of the advisor in meeting client's needs.</p> <p>AMERICA'S SBDC ILLINOIS Introduction to Business Development Advisor SBA</p>
<h3>Module 3 - Cross-Selling Network Services</h3> <ul style="list-style-type: none"> <li>Demonstrate knowledge and understanding of basic services offered by Network members</li> <li>Identify and assess a client's needs</li> <li>Identify which services answer those needs and make appropriate referrals</li> </ul>  <p>Gain an understanding of the resources of each SBDC Network member to maximize the client's performance.</p> <p>AMERICA'S SBDC ILLINOIS Introduction to Business Development Advisor SBA</p>	<h3>Module 4 – Government Regulations</h3> <ul style="list-style-type: none"> <li>Demonstrate ability to distinguish appropriate business need for regulations</li> <li>Demonstrate knowledge of sources of information regarding regulations</li> <li>Coach clients in accessing sources of information</li> </ul>  <p>Gain a better understanding of the role that the government plays in protecting and supporting small businesses.</p> <p>AMERICA'S SBDC ILLINOIS Introduction to Business Development Advisor SBA</p>

## Optional Certification Modules



AMERICA'S SBDC ILLINOIS Introduction to Business Development Advisor SBA

# Business Development Advisor Certification overview

<h2>Steps to Certification</h2> <p>It is simple</p> <p>Contact the Program Administrator to start your certification today!</p> <ul style="list-style-type: none"> <li>Account Access</li> <li>Peer Coach Assigned by Certification Committee or supervisor</li> <li>Peer Coach &amp; Business Development Advisor Conversation</li> <li>Complete Modules &amp; Assignments</li> <li>Attend Webinars/Forums &amp; Complete Certification Forms</li> </ul> <p>AMERICA'S SBDC INDIANAPOLIS</p> <p>Introduction to Business Development Advisor</p> <p>SBA</p>	<h2>Global Classroom</h2> <ul style="list-style-type: none"> <li>• Login – Global Classroom</li> <li>• IESBGA Certification</li> </ul> <p>AMERICA'S SBDC INDIANAPOLIS</p> <p>Introduction to Business Development Advisor</p> <p>SBA</p>
<h2>Certification eGuide</h2> <ul style="list-style-type: none"> <li>• Download eGuide</li> </ul> <p>All documents, assignments, &amp; evaluation procedures are included in the <i>Business Development Advisor Certification eGuide</i></p> <p>AMERICA'S SBDC INDIANAPOLIS</p> <p>Introduction to Business Development Advisor</p> <p>SBA</p>	<h2>Certification Program eGuide</h2> <ul style="list-style-type: none"> <li>• Download Program eGuide</li> </ul> <p>The Program eGuide, downloaded from Introduction Module, includes a complete description of the certification program including an overview of each module.</p> <p>AMERICA'S SBDC INDIANAPOLIS</p> <p>Introduction to Business Development Advisor</p> <p>SBA</p>