



Sales, Marketing and Customer Service



Management And Leadership

## Integrating Systems Strategy into Business Development

## Course Introduction

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Developing a comprehensive business development strategy requires aligning it with the organization's goals while analyzing market trends and the competitive landscape to identify growth opportunities. This involves creating actionable plans to enhance client acquisition and retention, alongside implementing strategic initiatives to diversify product or service offerings. Regular evaluation of the strategy's effectiveness is crucial for ensuring continuous improvement and maintaining alignment with organizational objectives.

## Target Audience

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- Business Development Managers
- Sales Executives
- Marketing Professionals
- Entrepreneurs
- Start-Up Founders
- Product Managers
- Strategy Consultants
- Client Relationship Managers
- Key Account Managers
- Market Researchers
- Business Analysts
- Small Business Owners
- Operations Managers
- Professionals transitioning into business development roles

# Learning Objectives

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**By the end of this training course, participants will be able to:**

- Develop a comprehensive business development strategy tailored to the organisation's goals.
- Analyse market trends and competitive landscapes to identify growth opportunities.
- Formulate actionable plans to enhance client acquisition and retention.
- Implement strategic initiatives to diversify the company's product or service offerings.
- Evaluate the effectiveness of the business development strategy and adjust tactics as needed.

## Course Outline

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### • 01 Day One

#### **Market Analysis and Opportunity Identification:**

- Conducting Comprehensive Market Research.
- Utilising SWOT Analysis for Strategic Insights.
- Assessing Competitor Strategies and Market Positioning.
- Identifying Emerging Market Trends and Customer Needs.

### • 02 Day Two

#### **Value Proposition Development:**

- Understanding Customer Needs and Pain Points.
- Crafting Unique Selling Propositions (USPs).
- Gathering and Integrating Customer Feedback.
- Communicating Value Effectively to Target Audiences.

### • 03 Day Three

#### **Strategic Planning and Goal Setting:**

- Setting SMART Business Development Objectives.
- Developing Actionable Strategies and Tactics.
- Allocating Resources and Assigning Responsibilities.
- Establishing Timelines and Milestones for Implementation.

• 04 Day Four

Client Acquisition and Relationship Management:

- Exploring Diverse Client Acquisition Channels.
- Building and Nurturing Client Relationships.
- Implementing Effective Networking Strategies.
- Utilising CRM Tools for Relationship Management.

• 05 Day Five

Performance Evaluation and Continuous Improvement:

- Defining Relevant KPIs for Business Development.
- Collecting and Analysing Performance Data.
- Conducting Regular Performance Reviews.
- Implementing Feedback Loops for Strategy Refinement.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 5, 2025	May 9, 2025	5 days	4250.00 \$	UAE - Dubai
Aug. 3, 2025	Aug. 7, 2025	5 days	4250.00 \$	KSA - Riyadh
Sept. 7, 2025	Sept. 11, 2025	5 days	2150.00 \$	Virtual - Online
Dec. 29, 2025	Jan. 2, 2026	5 days	4250.00 \$	UAE - Abu Dhabi