



Management And Leadership

Certified Business Development Professional

Course Introduction

This training program is designed to provide participants with the significant concepts of Business Development and the best practices which may be suitable for their respective company.

Business Planning

This program focuses on enhancing participant's skills on business planning, effective negotiation, customer service and improving business processes.

Target Audience

- Business Owners.
- Business Developers.
- Sales supervisors and managers.
- Account managers.
- Sales reps.
- All professionals who seek to develop themselves and sharpen their skills in discovering business opportunities and improving business profits.

Learning Objectives

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

- Gain a comprehensive understanding of the fundamental functions and best practices in Business Development (BD).
- Enhance leadership and negotiation skills to gain leverage in the business and lead the key account team.
- Produce clear sales and marketing differentiators to neutralize competition (value-based proposition).

- Discover the significance of re-defining business processes to match the ever-changing business market and customer needs.
- Create and utilize financial ratios and Key Performance Indicators (KPIs) to measure business operations' effectiveness.

Course Outline

• 01 Day One

Understanding business development best practices:

- Understanding Account analysis and qualification.
- What is The new landscape of account management and BD?
- Laddering: an effective buying and selling strategy.
- How to classify your clients?
- Your Guide to build an ideal Client profile.
- Customer loyalty culture: an extraordinary methodology to maximize your image and profits.

• 02 Day Two

Tips and tricks of Business Planning:

- How to conduct customer surveys to identify your important service criteria?

The STAR business planning process:

- Strategic analysis
- Targets and goals
- Activities

Reality check

- Preparing an account development plan
- Building client chemistry with F.O.R.M.

• 03 Day Three

Re-engineering selling process:

- How to review your business selling process?

- Understand Functional product/service
- Define unique selling points
- Use the sales competitors' analysis form
- Understand and apply the value-added selling process
- Understand the selling process's best tools.
- Creating a client-centered code of conduct (DART model)
- Assess and develop the selling process using key performance indicators
- Creating a balanced scorecard (business performance audit)

• 04 Day Four

Tips and tricks of writing the best business proposal:

- What is a Proposal?
- Proposal Categories (Solicited and Unsolicited)
- How to write a typical Business proposal?
- Model for Writing Proposals

The process of developing successful project proposals

- Grant Proposals
- The Stop Format

Effective Negotiation Skills

- The definition of negotiation
- Some negotiation philosophies
- The difference between persuading and negotiating
- The five stages of the negotiation process
- The critical rules of negotiation
- The phases of the purchasing decision
- Establishing relative importance of differentiators
- Influencing decision criteria
- Vulnerability analysis

• 05 Day Five

Building and Leading the Business Development Team

- Stages in team formation
- Building a high-performance team
- Defining team roles

- The team motivation mix
- Management versus leadership

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 26, 2025	May 30, 2025	5 days	4950.00 \$	Italy - Rome
Sept. 1, 2025	Sept. 5, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 10, 2025	Nov. 14, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 14, 2025	Dec. 18, 2025	5 days	2150.00 \$	Virtual - Online