# Corporate Business Development Professional

16 – 20 May 2027
Tunis (Tunisia)



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## Introduction

In today's competitive business landscape, business development is a key driver of growth, profitability, and long-term success. Whether you're a Corporate Business Development Manager or an emerging business development professional, mastering the tools, techniques, and strategies to grow your business is essential. This course provides comprehensive insights into corporate business development and equips you with the essential skills required to identify new opportunities, foster valuable relationships, and effectively position your business in the market.

This Business Development training is specifically designed to help professionals understand how to navigate complex business environments, identify key decision-makers, and implement strategies that maximize profitability. From business communication and professional development to corporate strategy and business development, this course will provide you with everything you need to propel your business forward.

## Course Objectives

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

- Define the core functions and best practices in Business Development BD: Understand the role of business development in driving growth and profitability for the Business Development Corporation.
- Recognize the importance of redefining business processes: Adapt business practices to meet the constantly evolving market and customer needs.
- Create sales and marketing differentiators: Develop a value-based proposition to outpace competitors and position the business as a market leader.
- Use financial ratios and KPIs: Learn how to design and apply key performance indicators KPIs to measure business development effectiveness.
- Leverage leadership and negotiation skills: Develop the ability to lead key account teams, negotiate with key stakeholders, and close high-value deals.
- Implement business case development strategies: Learn how to create compelling business cases that drive growth and investment.



## Course Outlines

### Day 1: Business Development Overview and Best Practices

- What is Business Development?: Understand the scope and importance of business development in corporate growth.
- Account Analysis and Qualification: Learn how to analyze and qualify accounts to ensure high-value partnerships.
- The New Landscape of Account Management and BD: Gain insights into the changing dynamics of corporate business development and modern account management.
- Understanding the Buy-Sell Ladder Model: Learn how to build relationships and manage the sales process through the buy-sell ladder model.
- Client Classification and Building an Ideal Client Profile: Understand how to classify clients and develop profiles that target high-potential leads.
- Customer Loyalty Ladder: Learn how to work with the customer loyalty ladder to build long-term relationships.

### Day 2: The Business Planning Process

- The STAR Business Planning Process: Learn how to use the STAR business planning process to develop a clear roadmap for success:
    - Strategic Analysis
    - Targets and Goals
    - Activities
    - Reality Check
- Customer Surveys for Service Criteria: Understand how to gather feedback from clients and use it to refine service offerings.
- Preparing an Account Development Plan: Create actionable strategies to grow existing accounts and identify new business opportunities.
- Building Client Chemistry with F.O.R.M.: Develop a rapport-building framework to enhance client relationships and communication.



## Day 3: Creativity and Problem-Solving

- Thinking Skills in Business Development: Understand the critical need for creative thinking in business development.
- Mental Structures and Brain Function: Learn how the brain works during problem-solving and decision-making in a business context.
- Stages in Problem-Solving: Explore the steps involved in solving complex business development challenges.
- Critical and Lateral Thinking: Learn how to use both critical thinking and lateral thinking to innovate and solve business problems.
- Overcoming Mental Blocks: Understand how to recognize and break through barriers to creative thinking.
- Brainstorming and Six Thinking Hats: Learn structured brainstorming techniques to solve problems and explore new opportunities.

## Day 4: Effective Negotiation Skills

- What is Negotiation?: Understand the principles and importance of negotiation in corporate business development.
- Negotiation Philosophies and Techniques: Learn various approaches and philosophies to enhance your negotiation skills.
- Persuading vs. Negotiating: Recognize the differences between persuasion and negotiation and when to apply each technique.
- The Five Stages of Negotiation: Master the key stages of negotiation to ensure successful outcomes.
- Critical Rules of Negotiation: Learn the golden rules that lead to effective negotiations and win-win solutions.
- Vulnerability Analysis and Influencing Decision Criteria: Gain tools to analyze vulnerabilities in negotiations and understand how to influence decision-making.
- Workshop: Completing Your Negotiation Plan: Apply your learning through a practical workshop to create your personalized negotiation strategy.

## Day 5: Building and Leading the Business Development Team

- Stages in Team Formation: Learn the process of building and developing high-performing business development teams.
- Defining Team Roles: Understand how to structure your team for success, ensuring everyone has a clear role and responsibility.
- Team Motivation Mix: Discover the factors that drive motivation within business development teams and how to manage them.
- Management vs. Leadership: Learn the difference between management and leadership, and how both skills are necessary for success in business development.
- Exemplary Leadership Practices: Explore industry best practices for leading business development teams effectively.
- Writing Business Proposals that Sell: Learn how to write compelling business proposals that convert prospects into clients.
    - Formatting Tips and Tricks for Winning Proposals
    - Developing Successful Project Proposals



## Why Attend this Course? Wins & Losses!

Business development professionals are crucial to driving growth, innovation, and profitability within any corporation. Without business development training, organizations risk stagnating and losing out to more agile competitors. Here's why attending this course is a must for any business development professional:

- Develop High-Impact Strategies: Learn how to define sales and marketing differentiators that set your business apart and ensure long-term success.
- Acquire Essential Business Development Skills: Gain proficiency in the core functions of business development, including negotiation, leadership, and relationship-building.
- Maximize Profitability: Learn how to design cost-effective yet innovative solutions that boost sales and profitability.
- Create Effective Business Plans: Master the STAR business planning process to strategically guide business growth and development.
- Lead High-Performance Teams: Understand how to build and lead a winning business development team that drives results.
- Boost Market Positioning: Learn how to work the market, foster relationships with decision-makers, and position your business for success.

## Conclusion

Professional development in business is not just about improving personal skills—it's about learning how to create a business development corporation that thrives. This course provides the necessary tools, strategies, and insights to elevate your business development skills, create compelling business proposals, and successfully lead your team.

Whether you are a Corporate Business Development Manager, aspiring business development professional, or someone looking to enhance your corporate strategy and business development capabilities, this course is the ideal way to gain the skills you need to succeed.

**Enroll today and take the first step toward transforming your business development career with this comprehensive business development training course!**

