



Consulting and Training | Reach New Heights

Course Name

Integrating Systems Strategy into Business Development

Sector Name

Sales, Marketing and Customer Service

Document Type

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Integrating Systems Strategy into Business Development

Course Introduction

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.

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Integrating Systems Strategy into Business Development

Target Audience

- ✓ 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

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Integrating Systems Strategy into Business Development

Learning Objectives

- ✓ 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.

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Integrating Systems Strategy into Business Development

Course Outline

✓ 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.

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Course Outline

✓ 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.

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Course Outline

✓ **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.

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Course Outline

✓ 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.

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Course Outline

✓ 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.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 9, 2026	Aug. 13, 2026	5 days	4250.00 \$	KSA , Riyadh
Jan. 11, 2027	Jan. 15, 2027	5 days	4950.00 \$	England , London
Dec. 28, 2026	Jan. 1, 2027	5 days	4250.00 \$	UAE , Abu Dhabi

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