

Course Name

Business Development and Strategic Growth Excellence

Sector Name

Sales, Marketing and Customer Service

Document Type

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Business Development and Strategic Growth Excellence

Course Introduction

In an increasingly competitive and rapidly evolving business environment, sustainable growth requires more than traditional selling. Organizations need a structured business development approach that combines strategic market intelligence, opportunity identification, customer insight, value creation, commercial evaluation, relationship management, innovation, and disciplined execution.

This advanced program from **BOOST** provides participants with an integrated framework for identifying and converting high-value business opportunities into sustainable growth. It explores the complete business development cycle—from analysing markets and identifying growth opportunities to developing compelling value propositions, managing the opportunity pipeline, negotiating strategic deals, building partnerships, and measuring business development performance.

Throughout the program, participants will apply practical tools, frameworks, case studies, and simulations to develop a comprehensive business development and strategic growth plan relevant to their organization.

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BOOST

Business Development and Strategic Growth Excellence

Target Audience

- ✓ Business Development Managers and Professionals
- ✓ Sales Managers and Senior Sales Professionals
- ✓ Commercial Managers
- ✓ Marketing and Growth Professionals
- ✓ Key Account Managers
- ✓ Partnership and Alliance Managers
- ✓ Product and Service Managers
- ✓ Strategy and Planning Professionals
- ✓ Entrepreneurs and Business Owners
- ✓ Professionals responsible for identifying and developing new markets, customers, partnerships, or revenue opportunities

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Business Development and Strategic Growth Excellence

Learning Objectives

- ✓ Understand the strategic role of business development in achieving organizational growth and competitive advantage.
- ✓ Analyse markets, customers, competitors, and industry trends to identify attractive growth opportunities.
- ✓ Translate organizational strategy into clear business development priorities and measurable growth objectives.
- ✓ Identify, qualify, prioritize, and evaluate business opportunities using structured commercial criteria.
- ✓ Develop compelling customer value propositions aligned with client needs and strategic priorities.
- ✓ Manage the B2B business development and sales cycle from lead generation through opportunity conversion.
- ✓ Develop effective market-entry, partnership, and strategic account growth approaches.
- ✓ Apply commercial and financial thinking when assessing potential opportunities and business cases.
- ✓ Strengthen negotiation, influencing, relationship-building, and stakeholder-management capabilities.
- ✓ Use innovation and business-model thinking to identify new sources of customer and organizational value.
- ✓ Establish meaningful KPIs and dashboards for measuring business development performance.

✓ Develop an actionable Business Development and Strategic Growth Plan.

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Business Development and Strategic Growth Excellence

Course Outline

✓ DAY 1

Strategic Business Development and Growth Planning

- ✓ The Strategic Role of Business Development
- ✓ Understanding modern business development
- ✓ Business development versus sales, marketing, and account management
- ✓ The business development ecosystem
- ✓ Connecting corporate strategy with business development
- ✓ Sources and drivers of sustainable business growth
- ✓ Organic versus inorganic growth opportunities
- ✓ Moving from transactional selling to strategic value creation

Analysing the Business Environment

- ✓ Conducting external environment analysis
- ✓ Understanding market structure and industry dynamics
- ✓ Identifying emerging trends and growth drivers
- ✓ Competitor and competitive-position analysis
- ✓ Applying market and competitive intelligence
- ✓ Identifying strategic gaps and white-space opportunities
- ✓ Assessing organizational strengths and growth capabilities

Building the Business Development Strategy

- ✓ Establishing strategic growth objectives
- ✓ Defining priority markets and customer segments
- ✓ Selecting strategic growth directions
- ✓ Market penetration and market development
- ✓ Product/service development and diversification
- ✓ Translating growth strategy into business development initiatives
- ✓ Developing the Business Development Strategy Map

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✓ DAY 2

Market Intelligence, Opportunity Identification and Qualification

- ✓ Identifying High-Potential Business Opportunities
- ✓ Sources of new business opportunities
- ✓ Understanding customer problems, needs, and priorities
- ✓ Identifying unmet and emerging customer needs
- ✓ Customer segmentation and target-market selection
- ✓ Identifying high-value prospects
- ✓ Using market intelligence to uncover opportunities
- ✓ Building an opportunity pipeline

Strategic Opportunity Qualification

- ✓ Moving from leads to qualified opportunities
- ✓ Developing opportunity qualification criteria
- ✓ Evaluating strategic fit
- ✓ Assessing opportunity attractiveness
- ✓ Estimating revenue and growth potential
- ✓ Understanding decision-making processes
- ✓ Assessing competitive position and probability of success
- ✓ Identifying commercial, operational, and strategic risks

Prioritizing Opportunities

- ✓ Opportunity scoring and prioritization
- ✓ Effort-versus-value analysis
- ✓ Opportunity attractiveness versus organizational capability
- ✓ Go / No-Go decision frameworks
- ✓ Allocating resources to high-potential opportunities
- ✓ Developing an Opportunity Portfolio Matrix

Commercial and Financial Evaluation

- ✓ Understanding the economics of business development opportunities
- ✓ Revenue, margin, cost, and profitability considerations
- ✓ Basic ROI and payback analysis
- ✓ Evaluating customer lifetime value
- ✓ Balancing strategic value and short-term financial return

Developing the business case for strategic opportunities

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Course Outline

✓ DAY 3

Value Proposition, B2B Selling and Winning Opportunities

- ✓ Creating Powerful Customer Value Propositions
- ✓ Understanding customer value from the buyer's perspective
- ✓ Identifying customer pain points and strategic priorities
- ✓ Features versus benefits versus business value
- ✓ Developing differentiated value propositions
- ✓ Quantifying customer value
- ✓ Differentiating against competitors
- ✓ Communicating value to different stakeholders

Mastering the B2B Business Development Cycle

- ✓ Understanding complex B2B buying journeys
- ✓ Prospecting and lead generation
- ✓ Moving opportunities through the business development funnel
- ✓ Conducting effective discovery meetings
- ✓ Asking strategic and diagnostic questions
- ✓ Identifying buyer motivations and decision criteria
- ✓ Understanding buying roles and stakeholder influence
- ✓ Developing an opportunity pursuit strategy

Strategic Stakeholder Mapping

- ✓ Identifying decision-makers, influencers, users, and gatekeepers
- ✓ Understanding stakeholder interests and priorities
- ✓ Mapping power, influence, and support
- ✓ Identifying internal champions
- ✓ Managing multiple stakeholders in complex opportunities
- ✓ Developing stakeholder engagement strategies

Winning Strategic Opportunities

- ✓ Developing persuasive business proposals
- ✓ Structuring the commercial story
- ✓ Presenting solutions around outcomes and value
- ✓ Handling objections professionally
- ✓ Competitive positioning
- ✓ Developing the opportunity win strategy
- ✓ Moving from proposal to commitment

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✓ DAY 4

Strategic Relationships, Partnerships and Negotiation

- ✓ Strategic Relationship Management
- ✓ Moving from vendor to trusted business partner
- ✓ Building credibility and strategic trust
- ✓ Understanding relationship value
- ✓ Developing long-term customer relationships
- ✓ Identifying cross-selling and upselling opportunities
- ✓ Growing strategic and key accounts
- ✓ Protecting and expanding existing revenue streams

Strategic Partnerships and Alliances

- ✓ Identifying partnership opportunities
- ✓ Types of strategic partnerships and alliances
- ✓ Partner selection and evaluation
- ✓ Assessing strategic compatibility
- ✓ Creating mutual value
- ✓ Developing partnership value propositions
- ✓ Establishing roles, governance, and expectations
- ✓ Managing partnership performance and risk

Advanced Negotiation for Business Development

- ✓ Preparing strategically for negotiations
- ✓ Understanding positions, interests, and priorities
- ✓ Identifying negotiation variables
- ✓ Creating and claiming value
- ✓ Developing alternatives and negotiation boundaries
- ✓ Managing concessions strategically
- ✓ Handling difficult negotiation tactics
- ✓ Negotiating price without destroying value
- ✓ Moving toward sustainable win-win agreements

Influence and Executive Communication

- ✓ Influencing without formal authority
- ✓ Adapting communication to stakeholder priorities
- ✓ Building executive presence and credibility
- ✓ Presenting strategic opportunities to senior management
- ✓ Developing concise and persuasive business pitches

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Business Development and Strategic Growth Excellence

Course Outline

✓ DAY 5

Innovation, Growth Execution and Business Development Performance

- ✓ Innovation as a Driver of Business Growth
- ✓ Linking innovation to business development
- ✓ Identifying new sources of customer value
- ✓ Exploring new products, services, markets, and channels
- ✓ Applying customer-centric innovation
- ✓ Using Design Thinking principles in opportunity development
- ✓ Testing and validating new business ideas

Business Model and Growth Innovation

- ✓ Understanding the components of a business model
- ✓ Applying Business Model Canvas thinking
- ✓ Identifying opportunities to redesign value creation
- ✓ Developing new revenue models
- ✓ Exploring ecosystem and platform opportunities
- ✓ Evaluating scalability and sustainability of growth ideas

Managing Business Development Performance

- ✓ Translating strategy into measurable performance
- ✓ Leading versus lagging indicators
- ✓ Selecting business development KPIs
- ✓ Pipeline value and pipeline velocity
- ✓ Opportunity conversion rates
- ✓ Win/loss analysis
- ✓ Revenue and margin contribution
- ✓ Customer acquisition and retention indicators
- ✓ Partnership and account growth metrics
- ✓ Designing a Business Development Dashboard

From Strategy to Execution

- ✓ Converting opportunities into strategic initiatives
- ✓ Setting priorities and accountabilities
- ✓ Developing milestones and timelines
- ✓ Resource and capability planning
- ✓ Identifying execution risks
- ✓ Establishing review and governance mechanisms
- ✓ Creating a 30-60-90 day implementation roadmap

Final Capstone Workshop - Business Development and Strategic Growth Plan

Participants will integrate the tools and frameworks covered during the program to develop and present a practical Business Development and Strategic Growth Plan covering:

- ✓ Strategic growth objectives
- ✓ Market and competitive landscape
- ✓ Priority customer segments
- ✓ Growth opportunities

- ✓ Opportunity prioritization
- ✓ Customer value proposition
- ✓ Business development and sales approach
- ✓ Strategic partnerships
- ✓ Commercial considerations
- ✓ Key risks and mitigation actions
- ✓ Business development KPIs
- ✓ 30-60-90 day implementation roadmap

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 8, 2026	Nov. 12, 2026	5 days	2150.00 \$	Virtual , Online
Jan. 3, 2027	Jan. 7, 2027	5 days	4250.00 \$	KSA , Riyadh
May 3, 2027	May 7, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 30, 2027	Sept. 3, 2027	5 days	4950.00 \$	England , London

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