



Consulting and Training | Reach New Heights

**Course Name**

# **Certified Business Development Professional**

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**Sector Name**

Management And Leadership

**Document Type**

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## 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 that may be suitable for their respective companies.

### Business Planning

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

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### 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.

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### Learning Objectives

- ✓ 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 redefining 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.

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### 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 and ideal Client profile.
- ✓ Customer loyalty culture: an extraordinary methodology to maximize your image and profits.

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### Course Outline

#### ✓ 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.

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### Course Outline

#### ✓ 03 Day Three

##### **Re-engineering the selling process:**

- ✓ How to review your business selling process?
- ✓ Understand the 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)

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### Course Outline

#### ✓ 04 Day Four

##### **Tips and tricks for 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 the relative importance of differentiators
- ✓ Influencing decision criteria

✓ Vulnerability analysis

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### Course Outline

#### ✓ **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

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### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 7, 2026	Sept. 11, 2026	5 days	4250.00 \$	UAE , Dubai
Dec. 14, 2026	Dec. 18, 2026	5 days	2150.00 \$	Virtual , Online
March 15, 2027	March 19, 2027	5 days	4250.00 \$	UAE , Dubai
June 8, 2026	June 12, 2026	5 days	4950.00 \$	Italy , Rome

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