

# € TRAINING

Professional Business Development Skills



1 - 5 September 2024  
Istanbul (Turkey)  
Sheraton Istanbul Levent



# Professional Business Development Skills

REF: M2209 DATE: 1 - 5 September 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 5300 Euro

## Introduction:

This Professional Business Development Skills training program equips participants with essential skills for fostering business growth and success. Through a blend of theoretical learning and practical exercises, attendees learn to identify opportunities, build strategic relationships, and implement effective business development strategies.

## Program Objectives:

At the end of this program, participants will be able to:

- Define the main functions and best practices in Business Development BD.
- Recognize the importance of business planning to match the ever-changing market and customer requirements.
- Use negotiation skills to produce clear sales and marketing differentiators to neutralize competition.
- Build and lead a high-performing business development team to seize business opportunities effectively.
- Write winning proposals to leverage business growth and optimize sales results.

## Targeted Audience:

- Sales professionals aiming to enhance their business development acumen.
- Marketing executives seeking to expand their strategic business capabilities.
- Entrepreneurs and business owners looking to grow their ventures through effective development strategies.
- Business development managers and personnel responsible for driving growth within their organizations.

## Program Outline:

### Unit 1:

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

- Definition and scope of Business Development.

- Overview of account analysis and qualification.
- Understanding the buy-sell ladder model.
- Understanding and working the customer loyalty ladder.
- Building client chemistry with F.O.R.M.

## Unit 2:

### The Business Planning Process USING Using the S.T.A.R. :

- Strategic analysis.
- Targets and goals.
- Activities.
- Reality check.
- Conducting customer surveys.
- Preparing an account development plan.
- Developing and implementing Key Performance Indicators KPIs.

## Unit 3:

### 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.
- Negotiating in a selling context.

## Unit4:

### Building and Leading the Business Development Team:

- Stages in team formation.
- Defining team roles.

- Leadership principles and concepts.
- The five practices of exemplary leaders.
- The team motivation mix.

## Unit 5:

### Writing a typical business proposal:

- Formatting tips and tricks for winning proposals.
- The process of developing successful project proposals.
- Contract terms and conditions.
- Measuring proposal success.