

€ TRAINING

Preparing A Business Development Manager



20 - 31 January 2025
Rome (Italy)



Preparing A Business Development Manager

REF: M2498 DATE: 20 - 31 January 2025 Venue: Rome (Italy) - Fee: 10100 Euro

Introduction:

This training program is designed to equip individuals with the skills and knowledge necessary to excel in cultivating growth opportunities for their organizations. Participants will emerge prepared to identify market trends, forge valuable partnerships, and drive sustainable business expansion.

Program Objectives:

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

- Understand the concepts of business development.
- Recognize the relationship between marketing, sales, and business development.
- Grasp the roles, responsibilities, and tasks of a business development manager.
- Identify investment opportunities and leverage them to enhance the company's competitive position.
- Develop and oversee business development plans for sustainable growth and success.

Targeted Audience:

- Business development managers.
- New project managers.
- Specialized professionals from other departments working with project managers.
- Employees seeking career advancement in the field of business development management.

Program Outlines:

Unit 1:

Introduction to Business Development Management:

- Concept of business development.
- Roles and duties of a business development manager.
- Essential skills for a business development manager.
- Success indicators for a business development manager.

- The position of a business development manager within the organization.
- Internal and external communications for a business development manager.

Unit 2:

Leadership Skills for Business Development Managers:

- Strategic planning skills.
- Problem-solving and crisis management skills.
- Supervising plan implementation.
- Meeting management and facilitation skills.
- Negotiation skills and modern techniques.

Unit 3:

Personal Skills for Business Development Managers:

- Idea presentation skills.
- Leadership charisma skills.
- Goal setting and development focus.
- Team formation and management skills.
- Strategic Networking Abilities.

Unit 4:

Investments and Business Development:

- Formulating company policies and monitoring their implementation.
- Analyzing gaps in the business world.
- Evaluating internal processes and developing them.
- Evaluating the financial performance of the institution.
- Training and growth development within the institution.

Unit 5:



Research and Development Skills related to Business:

- Building and developing business relationships.
- Effective Communication and Collaboration.
- Business analysis skills companies, products, services.
- Guiding and managing company resources based on ROI.
- Market Research Proficiency.