

€ TRAINING

Professional Business Development Skills



11 - 15 August 2025
Kuala Lumpur (Malaysia)



Professional Business Development Skills

REF: M2209 DATE: 11 - 15 August 2025 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

Introduction:

This training program equips participants with essential skills for fostering business growth and success. Through it, participants will 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.
- Techniques for 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.
- Methods for conducting customer surveys.
- Preparing an account development plan.
- Techniques for 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.