



*Training Course:  
Strategic Partnerships*

*10 - 14 June 2024  
Kuala Lumpur (Malaysia)  
Royale Chulan Kuala Lumpur*

## Training Course: Strategic Partnerships

Training Course code: LS234976 From: 10 - 14 June 2024 Venue: Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur Training Course Fees: 4950 € Euro

### Introduction:

- Define strategic partnerships and their importance
- Discuss different types of strategic partnerships
- Review the benefits and challenges of strategic partnerships
- Explain how to identify potential strategic partners

### Objectives:

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

- Understand the concept and benefits of strategic partnerships
- Identify potential strategic partners
- Evaluate and negotiate strategic partnerships
- Implement and manage strategic partnerships
- Monitor and measure the success of strategic partnerships

### Target audience:

This training program is designed for business development professionals, sales and marketing executives, and anyone involved in building strategic partnerships.

### Outlines:

Day 1:

#### Introduction to Strategic Partnerships

- Understanding strategic partnerships: definition, types, and benefits
- Identifying potential strategic partners

- Mapping your organization's strengths and weaknesses

#### Day 2:

##### Evaluating and Negotiating Strategic Partnerships

- Evaluating potential strategic partners: criteria and metrics
- Developing a negotiation strategy
- Best practices for negotiating and closing strategic partnerships

#### Day 3:

##### Implementing and Managing Strategic Partnerships

- Key elements of a successful partnership agreement
- Designing and implementing a partnership plan
- Managing the partnership relationship: communication, collaboration, and conflict resolution

#### Day 4:

##### Measuring and Monitoring Strategic Partnerships

- Measuring the success of strategic partnerships: key performance indicators KPIs and metrics
- Conducting regular performance reviews
- Identifying and addressing partnership challenges

#### Day 5:

##### Case Studies and Wrap-up

- Reviewing real-world examples of successful strategic partnerships
- Discussing lessons learned and best practices

- Q&A and course evaluation

## Registration form on the Training Course: Strategic Partnerships

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng): .....  
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### Company Information

Company Name: .....  
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### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
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### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

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