



*Training Course:  
Business Development Management*

*18 - 22 August 2025  
Milan (Italy)*

## Training Course: Business Development Management

Training Course code: MA234861 From: 18 - 22 August 2025 Venue: Milan (Italy) - Training Course Fees: 5500 € Euro

### Introduction

The BUSINESS DEVELOPMENT MANAGEMENT training course examines the creation of long-term business growth in three distinct stages.

1. First, in the pre-sales stage, you'll learn to understand your business model, your position in the market, and new and existing customers and products.
2. Second, in the pitch stage of business development, you'll learn effective business pitching skills, enabling you to develop persuasive presentations, gain the negotiation skills required to close deals, explore how communication can mitigate conflict resolution, and establish and maintain business relationships.
3. The final modules of the course will help you to develop account management and program management skills for sustainable post-pitch success.

Upon completion, you'll walk away with the ability to compile a business development plan, strategically analyze change, and anticipate new business opportunities.

### OBJECTIVES

- Understand your markets, customers, and products, and develop the ability to anticipate new business opportunities.
- Create a business development plan and strategy for pursuing new opportunities and growth.
- Pitch and negotiate effectively and adopt relationship management skills for long-term, sustainable value creation.
- Verify your skills in business development management with a certificate of completion from UCT.

### METHODOLOGIES

- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to quizzes and ongoing project submissions, culminating in a development plan for your business

### OUTLINES

## MODULE 1 Understanding My Business Model and Context

Explore the current model of your business to understand your differentiation and position in the market.

- Define the who, what, and how of a business using a business analysis technique
- Discuss how the elements of cost leadership, differentiation, cost focus, and focused differentiation impact marketing
- Execute a SWOT analysis
- Use the Business Model Canvas tool to understand a business

## MODULE 2 Sources of Business Revenue: The Customer and Product

Investigate both new and existing customers and products and how business opportunities can best be marketed.

- Demonstrate an understanding of existing products using the BCG growth-share matrix
- Review new and existing customers and products
- Determine how the span of marketing relates to sales
- Deduce who the customer is along five descriptive dimensions

## MODULE 3 The Pitch and Negotiation

Communicate the business opportunity through an effective pitch and develop negotiation skills.

- Identify the benefits and limitations of pitching styles
- Describe how persuasion relates to pitching
- Articulate the role of negotiation in price positioning
- Compare single-party and multi-party negotiations
- Assess a pitch and recommend improvements

## MODULE 4 Relationship Management and Influence

Analyze the impact of effective communication, conflict resolution, and ethics on relationship management.

- Describe the appropriate interpersonal strategy for effective relationship management
- Articulate how effective communication can be used in conflict management
- Investigate ethics and business practices in different cultural contexts

- Recommend the most appropriate interpersonal strategy for a specific context

## MODULE 5 Programme Management for Business Development Professionals

Develop the account and program management skill set for post-pitch success.

- Describe how to set up, implement, and monitor a business development plan
- Categorise the functions of project, program, product, and account managers
- Evaluate product and market growth using the product life cycle
- Compile a business development plan

## MODULE 6 Strategic Innovation for the 21st Century

Apply strategic thinking to understand the nature of change and anticipate new business opportunities.

- Recognise how Porter's Five Forces model can be used to identify new products and customers
- Discuss how the nature of change informs the understanding of the environment
- Assess the impact of uncertainty on an organization's scenario planning
- Evaluate how to take an organization into a new space using Porter's Five Forces model

## Registration form on the Training Course: Business Development Management

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€ Euro

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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
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