



*Training Course:
Business Development Manager Skills for
International Companies*

*15 - 19 December 2025
Casablanca (Morocco)
New Hotel*

Training Course: Business Development Manager Skills for International Companies

Training Course code: MA234862 From: 15 - 19 December 2025 Venue: Casablanca (Morocco) - New Hotel Training
Course Fees: 4500 € Euro

Introduction

A business development manager is responsible for generating leads, developing new opportunities, and helping the company grow.

It's an important job in the sales department because a business development manager is directly responsible for generating new revenue.

They can do this by nurturing relationships with key clients, developing new relationships, and expanding the brand's presence.

To do this, a business development manager can track new trends, make product recommendations, propose strategic partnerships, and be involved in long-term growth strategies.

Course Objectives:

At the end of this course the participants will be able to:

- Understand the Fundamentals of Professional Issues:
 - The Related Technology and Technical Issues
 - The Management Issues
 - The Work Processes
 - Professional Standards
 - Related Quality Assurance Methodology
- Align Departmental, Process, and Personal Objectives with Organizational Mission, Vision, Strategic Objectives, Quality Policies, and Requirements.

Targeted Audience

Any company or individual looking to master business development. Everyone from industry veterans to individuals with no previous experience will benefit from this course.

Outlines

Day 1

Understanding Business Environment

- Regulatory
- Commercial

Understanding & Fulfilling Customer Expectations

- Products
- Services

Day 2

Negotiating Skills

- Understanding the Process
- Preparation for Negotiations
- Negotiating Tactics

Developing Entrepreneurship

- Personal Skills
- In Teams

Day 3

Identifying New Customers

- Maintaining Existing Accounts
- Planning Sales & Marketing Strategies

Day 4

Designing Sales & Marketing Strategies

- Executive Presentations
- Tender/Proposal Preparation

Day 5



Participating in Trade Shows

- Organizing Events
- Preparing an Action Plan.

Registration form on the Training Course: Business Development Manager Skills for International Companies

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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):
 Position:
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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:
 Personal E-Mail:
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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