



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

*13 - 17 October 2025  
Madrid (Spain)  
Pestana CR7 Gran Vía*

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

Training Course code: MA234862 From: 13 - 17 October 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training  
Course Fees: 5500 € 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

### 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  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.