



*Training Course:
Strategic Partnerships*

*15 - 19 December 2025
Amsterdam (Netherlands)
Grand Hotel Amrâth Amsterdam*

Training Course: Strategic Partnerships

Training Course code: LS234976 From: 15 - 19 December 2025 Venue: Amsterdam (Netherlands) - Grand Hotel Amrâth
Amsterdam Training Course Fees: 5500 € 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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