



*Training Course:  
Strategic Partnerships*

*13 - 17 July 2026  
Trabzon (Turkey)*

# Training Course: Strategic Partnerships

Training Course code: LS234976 From: 13 - 17 July 2026 Venue: Trabzon (Turkey) - Training Course Fees: 5775 € Euro

## Introduction

Strategic partnerships are vital to an organization's growth and success. These collaborations help businesses leverage each other's strengths to expand market reach, increase resources, and accelerate innovation. This training program will define strategic partnerships, explore their types, discuss the benefits and challenges, and provide participants with the tools to identify, evaluate, negotiate, and manage successful partnerships.

## Objectives

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

- Understand the concept and advantages of strategic partnerships
- Identify and evaluate potential strategic partners
- Develop negotiation strategies for securing strategic partnerships
- Effectively implement and manage strategic partnerships
- Measure the success of partnerships using key performance indicators KPIs

## Target Audience

This training program is designed for:

- Business Development Professionals
- Sales and Marketing Executives
- Leaders and Managers responsible for building strategic relationships
- Anyone involved in developing, managing, or evaluating strategic partnerships

## Program Outline

### 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 for successful partnerships
- 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
- Conducting regular performance reviews
- Identifying and addressing challenges within the partnership

#### 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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### 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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