



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

*7 - 11 December 2026
Rome (Italy)*

Training Course: Business Development Manager Skills for International Companies

Training Course code: MA234862 From: 7 - 11 December 2026 Venue: Rome (Italy) - Training Course Fees: 6050 € Euro

Introduction

A Business Development Manager BDM plays a crucial role in generating leads, developing new opportunities, and contributing directly to company growth. This role involves building and nurturing client relationships, identifying market trends, proposing strategic partnerships, and aligning long-term growth strategies with the company's objectives.

Course Objectives

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

1. Understand the fundamentals of professional issues, including:
 - Related technology and technical issues
 - Management issues
 - Work processes
 - Professional standards
 - Quality assurance methodologies
2. Align departmental, process, and personal objectives with:
 - Organizational mission, vision, and strategic goals
 - Quality policies and organizational requirements
3. Apply practical business development skills to generate leads, enhance customer satisfaction, and contribute to long-term organizational growth.

Target Audience

This course is suitable for:

- Individuals seeking to master business development
- Industry professionals looking to enhance sales and relationship management skills
- Anyone from beginners to experienced managers in business development or sales

Course Outline

Day 1 - Understanding the Business Environment

- Overview of Business Development
- Regulatory Environment: Compliance and Guidelines

- Commercial Environment: Market Trends and Competitor Analysis
- Understanding Customer Expectations
 - Products and Services Knowledge
 - Delivering Value and Customer Satisfaction

Day 2 - Negotiation and Entrepreneurial Skills

- Fundamentals of Negotiation
 - Understanding the Negotiation Process
 - Preparing for Negotiations
 - Negotiating Tactics and Strategies
- Developing Entrepreneurship
 - Personal Skills Development
 - Working Effectively in Teams

Day 3 - Customer Acquisition and Account Management

- Identifying New Customers and Market Opportunities
- Maintaining and Strengthening Existing Accounts
- Planning Sales and Marketing Strategies
 - Sales Forecasting
 - Target Market Analysis
 - Channel Strategy

Day 4 - Sales & Marketing Strategy Execution

- Designing Effective Sales and Marketing Strategies
- Preparing and Delivering Executive Presentations
- Tender and Proposal Preparation
- Strategic Decision-Making for Growth

Day 5 - Business Development in Practice

- Participating in Trade Shows and Industry Events
- Organizing Company Events and Promotional Activities
- Preparing a Practical Action Plan for Business Development
- Aligning Activities with Strategic Organizational Goals

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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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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