



*Training Course:
Strategic Partnerships*

*9 - 13 November 2026
Casablanca (Morocco)*

Training Course: Strategic Partnerships

Training Course code: LS234976 From: 9 - 13 November 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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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