



*Training Course:
Business Development Management*

*12 - 16 July 2027
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Business Development Management

Training Course code: MA234861 From: 12 - 16 July 2027 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € Euro

Introduction

In today's highly competitive and rapidly evolving business landscape, organizations must adopt structured and strategic approaches to sustain growth and remain relevant. The **Business Development Management** training program is designed to equip professionals with the critical competencies required to identify opportunities, build strategic relationships, and drive long-term business success.

This program follows a comprehensive three-stage business development framework:

- Pre-Sales Stage: Participants will develop a deep understanding of business models, market positioning, customer segmentation, and product portfolios both new and existing, enabling them to identify and assess growth opportunities effectively.
- Pitch Stage: The program focuses on mastering persuasive pitching techniques, negotiation strategies, and communication skills essential for influencing stakeholders, resolving conflicts, and building strong professional relationships.
- Post-Pitch Stage: Participants will gain advanced capabilities in account and program management, ensuring the sustainability of business relationships and maximizing long-term value creation.

By the end of the program, participants will be able to design and implement a comprehensive business development plan, analyze market dynamics, and proactively identify and capitalize on emerging opportunities.

Course Objectives

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

- Develop a comprehensive understanding of markets, customers, and product portfolios
- Identify and anticipate new business opportunities through strategic analysis
- Design and implement effective business development strategies and plans
- Apply persuasive pitching and advanced negotiation techniques
- Build and manage long-term client relationships for sustainable growth
- Utilize strategic tools to evaluate market trends and competitive dynamics
- Integrate pre-sales, pitch, and post-pitch activities into a cohesive business development framework

Target Audience

This program is designed for:

- Aspiring Business Development Professionals seeking to build a strong foundation in business growth strategies

- Sales and Marketing Professionals aiming to enhance pitching, negotiation, and account management capabilities
- Entrepreneurs and Business Owners interested in expanding their market presence and identifying new opportunities
- Industry Professionals and Managers responsible for driving growth, managing client relationships, and exploring new markets
- Both Beginners and Experienced Professionals looking to refine and advance their business development expertise

Outline

Day 1 - Understanding the Business Model and Market Dynamics

- Introduction to business development concepts and frameworks
- Analyzing business models and market positioning
- Defining value propositions: who, what, and how of the business
- Competitive strategies: Cost Leadership, Differentiation, and Focus strategies
- Conducting SWOT analysis for strategic insight
- Applying the Business Model Canvas for structured analysis

Practical Activities:

- Business Model Mapping Workshop
- Group SWOT Analysis Exercise

Day 2 - Customers and Products as Growth Drivers

- Identifying revenue streams through customers and product portfolios
- Analyzing new vs. existing customers and products
- Application of the BCG Growth-Share Matrix
- Aligning marketing and sales strategies for business growth
- Customer segmentation and profiling across key dimensions
- Designing targeted value propositions

Practical Activities:

- Case Study: Identifying Business Growth Opportunities
- Development of a Simplified Marketing Plan

Day 3 - Effective Pitching and Negotiation Strategies

- Fundamentals of business pitching and presentation techniques
- Types of pitching styles and their strategic application
- Persuasion and influence techniques in business communication
- Negotiation frameworks and strategies for deal closure
- Managing single-party vs. multi-party negotiations
- Evaluating and improving pitch performance

Practical Activities:

- Business Pitch Simulation
- Group Negotiation Exercises

Day 4 - Relationship Management and Strategic Influence

- Building and sustaining professional business relationships
- Communication techniques for conflict resolution
- Influence and stakeholder management strategies
- Ethical considerations in business development
- Cross-cultural communication and global business practices
- Selecting appropriate interpersonal strategies for different scenarios

Practical Activities:

- Role-Playing: Client Relationship & Conflict Scenarios
- Case Study Discussion: Ethics in Business

Day 5 - Program Management and Strategic Innovation

- Account and program management for long-term success
- Designing and implementing business development plans
- Monitoring and evaluating performance metrics
- Applying the Product Life Cycle in growth strategies
- Using Porter's Five Forces for market analysis
- Strategic thinking for innovation and future opportunities
- Developing and presenting a comprehensive business development plan

Practical Activities:

- Group Project: Business Development Plan Creation
- Final Presentations and Peer Review

Registration form on the Training Course: Business Development Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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- ☐ Please find enclosed a cheque made payable to Global Horizon
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3 Oudai street, Aldouki,
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