



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

*12 - 16 July 2027  
Casablanca (Morocco)*

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

Training Course code: MA234862 From: 12 - 16 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.