QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1800

Advanced Business Development & Growth Strategies Training Course

SALES MANAGEMENT & BUSINESS DEVELOPMENT
SALES, MARKETING & CUSTOMER EXPERIENCE

DURATION
5 Days

DELIVERY
Classroom

Course Overview

The Advanced Business Development & Growth Strategies Training Course is an advanced professional program designed to equip business development leaders and commercial professionals with the strategic capabilities required to identify growth opportunities, expand markets, develop new revenue streams, and build sustainable competitive advantage. The program moves beyond traditional business development activities and focuses on structured approaches to strategic growth, market expansion, partnerships, customer development, and commercial performance.

Business development has become a critical organizational function as companies face changing customer expectations, increased competition, digital disruption, and evolving market conditions. Successful growth requires organizations to systematically identify attractive markets, assess opportunities, understand customer needs, build strategic relationships, develop compelling value propositions, and convert opportunities into measurable commercial results.

The course provides practical frameworks for market analysis, opportunity assessment, growth strategy development, customer acquisition, market entry, strategic partnerships, account expansion, channel development, commercial negotiations, pipeline management, and business development performance measurement. Participants will learn how to connect business development initiatives with organizational strategy, financial objectives, customer value, and long-term growth priorities.

The program is suitable for government entities, public-sector organizations, banks and financial institutions, oil and gas companies, industrial organizations, technology companies, professional services firms, and large corporations. It is particularly valuable for Business Development Managers, Commercial Managers, Sales Directors, Strategy Managers, Partnership Managers, Key Account Managers, Entrepreneurs, and senior executives responsible for business growth.

Objectives

- By the end of the course, participants will be able to:
- Analyze market dynamics, industry trends, customer needs, and competitive forces to identify growth opportunities.

- Evaluate new business opportunities according to strategic fit, commercial attractiveness, risks, resources, and potential returns.
- Develop advanced business development strategies aligned with organizational objectives and growth priorities.
- Apply market segmentation and customer analysis techniques to identify priority markets and target customers.
- Design market expansion and market-entry strategies for new products, services, sectors, and geographic markets.
- Develop differentiated value propositions that address customer needs and create commercial advantage.
- Identify new revenue streams through customer development, partnerships, channels, and innovative business opportunities.
- Build strategic partnerships and alliances that support market access, capability development, and sustainable growth.
- Apply structured opportunity management techniques to improve business development pipelines and conversion rates.
- Strengthen commercial negotiation and relationship-building capabilities with strategic customers and partners.
- Evaluate business development performance using relevant commercial and strategic indicators.
- Prepare an integrated business development and growth plan with measurable initiatives, priorities, responsibilities, and implementation milestones.

Who Should Attend

This course is designed for professionals responsible for business growth, market expansion, strategic partnerships, customer development, and commercial performance. It is particularly suitable for Business Development Managers, Business Development Directors, Commercial Managers, Sales Directors, Strategy Managers, Growth Managers, Partnership Managers, Key Account Managers, Market Development Managers, and Corporate Development Professionals.

The program is also highly relevant to executives, department heads, entrepreneurs, and decision makers responsible for developing new markets, expanding customer portfolios, increasing revenues, and establishing strategic partnerships. Professionals from sales, marketing, strategy, finance, operations, and customer experience can also benefit from the program when their roles involve growth and commercial development.

Learning Outcomes

- Upon completion of the course, participants will be able to:
- Conduct structured market and industry analysis to identify attractive growth opportunities.
- Evaluate business development opportunities based on strategic, financial, commercial, and operational considerations.
- Develop comprehensive business development strategies aligned with organizational priorities.
- Segment markets and customers to identify the most attractive growth areas.
- Identify and prioritize new products, services, markets, customers, and revenue opportunities.
- Develop effective market-entry and market-expansion strategies.
- Create differentiated value propositions that strengthen commercial positioning.
- Build strategic partnerships and alliances that generate mutual business value.
- Manage business development pipelines and improve opportunity conversion.
- Develop strategies for customer acquisition, account expansion, and market penetration.
- Apply advanced negotiation and relationship-management techniques.
- Establish meaningful business development performance indicators.
- Assess risks associated with growth initiatives and develop appropriate mitigation strategies.
- Develop actionable growth plans with clear priorities, resources, responsibilities, timelines, and performance measures.

Course Outline

DAY 01

Strategic Business Development & Growth Fundamentals

- Understanding the strategic role of business development.
- Business development versus traditional sales and marketing.
- Linking business development with corporate strategy.
- Understanding sustainable and profitable growth.
- Analyzing industry structure and market dynamics.
- Identifying macroeconomic, technological, regulatory, and competitive factors affecting growth.
- Conducting competitive analysis and identifying market gaps.

DAY 01 — CONTINUED

- Assessing organizational capabilities and sources of competitive advantage.
- Identifying attractive growth areas and strategic priorities.
- Building a business development opportunity framework.
- Establishing strategic growth objectives.

PRACTICAL APPLICATION

Conduct a strategic market assessment and identify priority business development opportunities.

DAY 02

Market Expansion, Opportunity Identification & Growth Strategy

- Market segmentation and prioritization.
- Customer profiling and target-market analysis.
- Identifying unmet customer needs and market gaps.
- Opportunity identification and commercial opportunity assessment.
- Evaluating market attractiveness and growth potential.
- Developing market-entry strategies.
- Geographic and sector expansion strategies.
- Product and service expansion opportunities.
- Market penetration and customer acquisition strategies.
- Developing new revenue streams.
- Assessing commercial feasibility, resources, and investment requirements.

PRACTICAL APPLICATION

Develop a market expansion strategy for entering a new sector, customer segment, or geographic market.

DAY 03

Value Proposition, Strategic Partnerships & Business Relationships

- Developing differentiated value propositions.
- Connecting customer needs with organizational capabilities.
- Communicating measurable customer and business value.
- Identifying potential strategic partners and alliances.
- Evaluating partnership opportunities and strategic fit.
- Designing mutually beneficial partnership models.
- Building strategic business relationships.
- Managing stakeholders and decision makers.
- Developing channel and distribution partnerships.
- Creating joint business development opportunities.
- Managing partnership risks, expectations, and performance.

> **PRACTICAL APPLICATION**
>
> Develop a strategic partnership proposal including objectives, value creation, responsibilities, commercial opportunities, risks, and performance measures.

DAY 04

Opportunity Management, Negotiation & Commercial Conversion

- Building and managing a high-quality business development pipeline.
- Opportunity qualification and prioritization.
- Evaluating opportunity value, probability, timing, and strategic importance.
- Managing complex and long-cycle opportunities.
- Identifying barriers to opportunity conversion.
- Developing effective engagement strategies for decision makers.
- Preparing for strategic commercial negotiations.
- Negotiating value, pricing, scope, terms, and commercial commitments.

DAY 04 — CONTINUED

- Managing objections and competitive pressure.
- Strengthening relationship-based business development.
- Converting opportunities into sustainable commercial relationships.

> **PRACTICAL APPLICATION**
>
> Analyze a business development pipeline, prioritize opportunities, and conduct a simulated strategic commercial negotiation.

DAY 05

Growth Execution, Performance Measurement & Sustainable Expansion

- Translating growth strategy into an actionable implementation plan.
- Prioritizing growth initiatives according to impact, feasibility, resources, and risk.
- Developing customer acquisition and account expansion strategies.
- Creating cross-selling and up-selling opportunities.
- Building sustainable market development programs.
- Managing strategic growth risks and market uncertainty.
- Developing business development performance indicators.
- Measuring revenue growth, conversion, market penetration, customer acquisition, partnership value, and profitability.
- Establishing business development governance and review mechanisms.
- Using data and commercial intelligence to improve growth decisions.
- Building a culture of continuous business development and innovation.
- Final practical workshop: Develop an integrated Business Development & Growth Strategy Plan covering market analysis, opportunity prioritization, target customers, market-entry strategy, value proposition, partnerships, revenue opportunities, pipeline management, performance indicators, risk management, implementation priorities, and growth initiatives.

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Register or Request More Information

Course page: https://quest-training.com/courses/advanced-business-development-growth-strategies-training-course
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