



Strategic Business Development Skills

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Introduction

Business Development course offers up the secrets to success in business development. The course presents the latest trends and techniques in understanding the market process, Customers, collecting competitive intelligence and strategizing for a capture win. It is designed to improve how you do business and expand your business capture

Who Should Attend?

- Managers
- Executives
- Supervisors
- Sales and Marketing officers
- Anyone who is involved in developing and implementing plans and build his Business qualities

Methodology

This interactive Training will be highly interactive, with opportunities to advance your opinions and ideas and will include;

- Lectures
- Workshop & Work Presentation
- Case Studies and Practical Exercise
- Videos and General Discussions

Certificate

BTS attendance certificate will be issued to all attendees completing minimum of 80% of the total course duration.

Course Objectives:

- Understanding the Business strategy
- Being familiar with the role of marketing
- Developing competitive intelligence
- Learning the strategy development and execution for Business

Course Outline:

DAY 1:

- The hierarchy of strategies
- Introducing the Business strategy
- The structure of business strategy
- Competition and competitors

DAY 2:

- The markets
- The analysis of markets
- Customers
- Generic market strategies

DAY 3:

- Identifying opportunities and threats
- Resources
- The analysis of financial resources
- People and operations

DAY 4:

- Competencies
- Knowledge and innovation
- Adding value and competitive advantage
- Identifying strengths and weaknesses

DAY 5:

- Finding the way forward
- Developing strategic options and allocating resources
- Evaluation and performance management
- Review