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BUSINESS DEVELOPMENT

Start Date:	07/02/2027	**End Date:**	11/02/2027
Categories:	Sales & Customer Service	**Venues:**	Dubai
Formats:	In Person	**Instructors:**	

OVERVIEW

This dynamic five-day program is designed to equip professionals with the essential skills and tools to drive business growth. It covers the full spectrum of business development, from opportunity identification to relationship building, strategic pitching, and deal execution. Participants will walk away with actionable strategies to grow market share and strengthen their organization’s competitive advantage.

OBJECTIVES

By the end of this course, participants will be able to: – Identify and assess new business opportunities using structured methodologies. – Build and nurture strategic relationships across industries. – Create compelling value propositions tailored to client needs. – Develop and deliver persuasive pitches and business cases. – Align business development strategies with organizational goals.

COURSE OUTLINE

1- Fundamentals of Business Development and Market Opportunity 2- Strategic Networking and Relationship Management 3- Crafting Value Propositions and Differentiators 4- Pitching, Presenting, and Closing High-Value Deals 5- Long-Term Growth Strategies and Client Retention

TARGET AUDIENCE

All Supervisory Levels, Business development managers, sales professionals, entrepreneurs, account executives, and team leaders responsible for growth and client acquisition.

METHODOLOGY

Workshops, case studies, live networking role-plays, team challenges, and pitch simulation exercises.

CONCLUSION

Upon completion of this course, participants will be able to strategically grow their organization’s footprint by identifying key opportunities, building influential relationships, and converting leads

into sustainable partnerships.

DAILY AGENDA

Day 1: Market Opportunities and Growth Drivers

Learn how to spot, evaluate, and prioritize growth opportunities based on industry trends and company capabilities.

Day 2: Strategic Relationship Building

Explore effective networking techniques, trust-building behaviors, and stakeholder engagement across sectors.

Day 3: Crafting Value Propositions

Design client-centric solutions and articulate your organization’s unique value in competitive markets.

Day 4: The Art of the Pitch

Deliver engaging pitches, build business cases, and respond to client objections confidently and persuasively.

Day 5: Sustaining Growth & Retention Strategy

Develop long-term strategies to retain key clients, expand existing accounts, and drive recurring revenue.

For more information, please contact us:
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