

# Corporate Business Development Professional Certification

Special Workshops  
Sharm El-Sheikh (Egypt)  
13 - 17 Jul 2025

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## Corporate Business Development Professional Certification

**Ref:** 32102\_138510 **Date:** 13 - 17 Jul 2025 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 3700 Euro

### Course Description

This intensive 5-day course equips professionals with advanced business development strategies for corporate growth. Participants will learn to identify opportunities, build strategic partnerships, and drive innovation. The program covers market analysis, negotiation tactics, and effective communication skills essential for success in corporate business development.

### Learning Objectives

- Develop a comprehensive understanding of corporate business development principles
- Master techniques for identifying and evaluating business opportunities
- Learn strategies for building and managing strategic partnerships
- Enhance negotiation and communication skills for effective deal-making
- Understand how to align business development initiatives with corporate strategy

### Course Modules

#### Day 1: Foundations of Corporate Business Development

- Introduction to business development in corporate settings
- Aligning business development with corporate strategy
- Market analysis and opportunity identification
- Building a business development roadmap

#### Day 2: Strategic Partnership Development

- Identifying potential partners and assessing strategic fit
- Approaches to partnership negotiation and structuring
- Managing and nurturing strategic alliances
- Case studies in successful corporate partnerships

#### Day 3: Advanced Negotiation and Deal-Making

- Negotiation strategies for complex corporate deals
- Financial modeling and valuation in business development
- Legal considerations in corporate agreements
- Effective communication in high-stakes negotiations

#### Day 4: Innovation and New Market Entry

A graphic of a chessboard with several pawns. In the foreground, a large gold king piece stands prominently. Behind it, several silver and gold pawns are positioned on different squares. The background features concentric circles emanating from behind the king piece, creating a sense of depth and focus.

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- Driving innovation through business development
- Strategies for entering new markets and segments
- Managing risk in business development initiatives
- Leveraging technology in business development processes

## **Day 5: Measuring Success and Future Trends**

- Key performance indicators for business development
- Building and leading high-performance BD teams
- Emerging trends and future of corporate business development
- Personal action planning for BD career advancement

## **Practical Wins for Participants**

- Develop a strategic business development plan for your organization
- Create a toolkit of negotiation and partnership-building techniques
- Learn to identify and evaluate high-potential business opportunities
- Enhance your ability to align business development with corporate objectives

A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. In the background, there are concentric circles emanating from a point, suggesting a strategic or forward-looking theme.

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