

Corporate Business Development Professional Certification

Special Workshops
Los Angeles (USA)
20 - 24 Apr 2026

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Corporate Business Development Professional Certification

Ref: 32102_138514 **Date:** 20 - 24 Apr 2026 **Location:** Los Angeles (USA) **Fees:** 5700 **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

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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 in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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