

Corporate Business Development Professional Certification

16 – 20 August 2027
Amsterdam (Netherlands)

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Ref: 32102_156314 **Date:** 16 – 20 August 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

Why This Course

Corporate growth today requires more than traditional sales or marketing efforts—it demands strategic insight, innovative thinking, and the ability to forge powerful partnerships. Business development professionals must be able to spot emerging opportunities, negotiate high-value deals, and align new initiatives with organizational strategy.

In dynamic markets, mastering these skills is essential for driving sustainable competitive advantage.

The Corporate Business Development Program is an intensive 5-day learning experience designed for professionals seeking to strengthen their strategic, analytical, and relationship-building capabilities. Through practical tools, case studies, and exercises, participants will learn how to identify growth opportunities, structure successful partnerships, and lead high-impact business development initiatives.

What You'll Learn and Practice

By the end of this program, participants will be able to:

- Understand core principles, responsibilities, and strategic drivers of corporate business development
- Identify and evaluate high-potential opportunities using structured market analysis
- Build, negotiate, and manage effective strategic partnerships and alliances
- Apply advanced negotiation and communication skills to secure successful deals
- Align business development initiatives with broader corporate vision and goals

The Program Flow

Day 1 - Foundations of Corporate Business Development

- Defining business development in modern corporate environments
- Aligning BD initiatives with corporate vision, mission, and strategic priorities
- Market analysis frameworks and opportunity identification methodologies
- Creating a structured business development roadmap

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A graphic illustration of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The background features concentric circles and a checkered pattern.

Day 2 - Strategic Partnership Development

- Identifying potential partners and evaluating strategic fit
- Approaches to structuring, negotiating, and formalizing partnerships
- Managing, nurturing, and measuring long-term strategic alliances
- Case studies of successful partnership strategies across industries

Day 3 - Advanced Negotiation & Deal-Making

- Negotiation frameworks for complex, multi-stakeholder corporate deals
- Financial modeling, valuation, and deal economics
- Legal and contractual considerations in corporate agreements
- High-stakes communication strategies for persuasive deal-making

Day 4 - Innovation & New Market Entry

- Driving innovation through forward-thinking business development activities
- Strategies for entering new markets, regions, and customer segments
- Assessing and managing risks associated with growth initiatives
- Leveraging digital tools and technology to enhance BD processes

Day 5 - Measuring Success & Future Trends

- Key performance indicators KPIs for evaluating BD performance
- Building and leading high-performing business development teams
- Emerging global trends shaping the future of corporate BD
- Personal action planning and strategies for long-term career advancement

Practical Wins for Participants

Participants will complete the program with the ability to:

- Develop a strategic, organization-specific business development plan
- Build a practical toolkit for negotiation, partnership structuring, and opportunity evaluation
- Identify and assess high-value business opportunities with confidence
- Align BD activities with corporate objectives to ensure maximum impact

Organizational Impact

Organizations benefit through:

- Stronger growth pipeline and improved opportunity assessment
- Enhanced strategic partnerships and collaboration initiatives
- More effective negotiation outcomes and reduced deal risk
- Better alignment between BD efforts and long-term corporate goals

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Training Methodology

This program integrates:

- Real-world case studies and industry best practices
- Hands-on exercises in negotiation, market evaluation, and deal structuring
- Group discussions, simulations, and collaborative activities
- Expert-led insights on emerging BD trends and innovation strategies

Beyond the Course

Participants return ready to:

- Lead corporate business development initiatives with confidence
- Build strategic partnerships that accelerate organizational growth
- Make data-driven decisions in high-stakes BD environments
- Drive innovation and strengthen their role as strategic growth leaders

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