

Helping Create Performance Excellence

# Business Development Manager & Leadership Skills

Creating Long Term Value  
Integrating Customers, Markets & Relationships

6 Day Training (including 1 day Workshop)

- ✓ Relationship Building
- ✓ Innovation & Disruption Methodology
- ✓ Competitive Environment
- ✓ Negotiating Skills & Making the Deal

A 6 Day Training (including 1 day Workshop)

## Program Overview

In this program you will learn about Fundamental Understanding of the Multidiscipline Professional Aspects of Creating Long Term Value for your Organization by Integrating Customers, Markets and Relationship Building.

The program will provide you multi discipline understanding and step by step process for Understanding Value for Customers, Building Business Relationships. Innovation and Disruption, Winning in the Competitive Environment and Effective Win-Win Negotiating and Deal Making.

## Program Content

1. Systematically Understanding Your Business Environment
2. Understanding the Needs and Expectations of the Customers and Stakeholders
3. Opportunities to Meet and Exceed the Expectations of the Internal & External Customers
4. Understanding Long Term Value for Your Organization
5. Understanding Long Term Value for your Customers
6. The Relationship Building Processes
7. Step by Step Innovation Methodology
8. Step by Step Market Disruption Analysis
9. Negotiating Skills & Tricks
10. Win-Win Negotiation Opportunities
11. Making the Deal
12. Selling the Deal to Internal and External Decision Makers
13. The Brand Building Process
14. Exploring New Business Opportunities
15. Creating Cultural Fit with Customers & Stakeholders
16. Managing Key Accounts
17. Organizing Business Development Events
18. Leveraging Participation in Industry Events for Business Development
19. Developing a Good Management System in Business Development Unit
20. Implementing Best Practices in Business Development
21. Creating Leadership in Business Development Unit
22. Your Outline Business Development Unit Personal Action Plan
23. Workshop 1 - Case Studies on Solving Business Development Challenges
24. Program Recommendations

## Business Development Management & Leadership Skills Training (BDM700-6)

### Who Should Attend?

All Business Development Professionals. Also extremely useful for high performing and upward bound Marketing and Sales Professionals.

For Maximum Effectiveness we recommend you nominate a team of participants who attend together so that they can assist each other implement the Good and Best Practices discussed during the program.

### Program Outcomes and Take-Away/s

Euro Training is in the business of providing practical useful training programs. Programs that

1. Help the participant implement improvements in his organization.
2. Help the participant gain Multi-discipline understanding of the issues so that he can incorporate the needs and expectations of all his stakeholders/ customers in his improvement proposals and actions.
3. Help build a knowledge framework in which job related experience can be caught and remembered as his experience.

### Benefits to Organization

Sending participant/s to this program will benefit the organization in the following ways

1. Quickly makes the participants competent, effective and productive on his job. Useful especially for
  1. Training New employees
  2. Competency Building in Existing Employees Transferred to a New Assignment

3. Training Prior to a New Project or Initiative Planned in the Organization
2. Create Competency in the employee to perform his job well. including in relation to
  1. Relevant Technical Knowledge, Skills and Competencies
  2. Organizations' Strategic Objectives
  3. Needs and Expectations of the Stakeholders/ Customers (internal & external)
  4. Good Management Practices
  5. Identifying opportunities to Exceed Stakeholder/ Customer Expectations
3. Create a pool of trained manpower that can cost-effectively disseminate the knowledge to a large number of employees inside the organization. This is made possible by Euro Training's unique, easy to understand and easy to use methodology, based on *checklist and quality assurance* approaches.
4. Euro Training instructors often act as mentors for the participants. It's the most effective way to ensure effective competency development and the subsequent application of those competencies on the job, by your motivated staff. We do have consultants available across Americas, Europe, Asia and Africa (Please inquire about our post program mentoring plans).

### Participant Individual Career Benefits

1. When you attend you gain a multi-discipline understanding of the issues. Meaning, when you make proposals and decisions on your related job you will keep in mind the needs and expectations of ALL the stakeholders/ customers (internal & external)
2. The action plan you take away will help you make a difference in your

business unit or organization! When you talk about this difference you have made to your organization in your resume, you will be a prime candidate for career advancement in your own organization or in your next job(s).

3. Understanding and acting with understanding of the Needs and Expectations of your stakeholders/customers is known to enhance Job Satisfaction and reduce Monday Morning Blues.
4. As one of your stakeholders/customers is Executive Management, the program ensures that you know the strategic imperatives that drive the organization's efforts in your relevant job area.

**This Program is Intended for...**

**Those new to the field** take away a good multi-discipline understanding of the issues involved in their work. It helps them in becoming productive quickly and in building a knowledge framework that will help them identify, understand, classify and remember on the job learning and experiences.

**More experienced participants** take away an individualized action plan as mentioned in the previous sections.

**Implementation Teams:** This program can be used to train implementation teams...

1. when a new project or initiative is being started in your organization
2. when a new strategic focus is being initiated
3. just prior to a consultant being hired to advise the organization

Each participant will take away a memorable and potentially life changing experience from the program.

No limitations are being placed on who can attend. If you are interested in the program outcomes and takeaways, or feel you can benefit from the organizational and personal benefits mentioned above, you are welcome to register for this program. Program instructors have the knowledge, experience

and access to resources required to customize the program to the specific job related needs of each program group

**Registration Recommendations**

**Team Nominations:** This program aims to ensure the participants have their individualized improvement plan at the end of the program. So, foreseeing the effort involved, anticipating resistance and implementation requirements, it is recommended that the organization nominate **at least two participants together** (or full team) for this program.

It is anticipated that these 2 or more participants will work together as a team or provide mutual support in order to implement the action plan.

**Single nominations** will also be accepted for the program. Single nominations are typically used to -

1. Develop personnel skills in critical skills and methodologies covered in this program.
2. Train individuals for leadership roles in business units or departments. This program will help the participant coach and lead his team in these critical skills and methodologies. (The program typically does not cover coaching skills but provides the related technical understanding in an easy to communicate manner).

**For Latest Program Schedule Email..**

[bdm700-6@EuroTraining.com](mailto:bdm700-6@EuroTraining.com)

[www.eurotraining.com/bro/bdm700-6.php](http://www.eurotraining.com/bro/bdm700-6.php)

<b>REGISTRATION FORM</b>	
<b>Program:</b>	<b>Business Development Management &amp; Leadership Skills (BDM700-6)</b>
Location Where Attending:	
Program Dates:	
Whether Participant will Consider Alternate date if one requested is not available:	
Participant Name Prefix: Mr/Ms/Mrs	
Participant Name:	
Participant Job Title:	
Participant Department & Section:	
Participant Employer/ Company:	
Participant's Present Job Responsibilities:	
Participant Email Address:	
Participant Mobile Number:	
Sponsored by:	
Sponsoring Company:	
Job Title of Sponsoring Authority:	
Name of Sponsoring Authority:	
Email of Sponsoring Authority:	
Fax of Sponsoring Authority:	
Telephone Nos. of Sponsoring Authority:	
Web Site of Sponsoring Company:	
Invoice Reference:	
Invoicing Address:	

## REGISTRATION INFORMATION

- To register:** Please send us an official letter confirming registration (on organizational letterhead or Authorized Email).
- Program Fee is
  - USD \$5,500 per participant and includes Course Materials, Certificate, Refreshments and Lunch. (Fee at London, Paris and Kula Lumpur is \$6.050 per participant)
- Accommodation & Taxes/VAT (if applicable) is not included in Program fee. Special rates will be available at venue hotel for the participants.
- Special discount of 10% is offered for participants who pay their fees at least 45 days before start of the program.
- Refund will not be considered where the participant cancels his registration less than 3 weeks before start of the program. Alternate nominations will be allowed anytime before program start.
- All participants are required to fill in Participant Information form - on first day of the program. Each program Undergoes Customization to Better Meet Participant Present and Future Career Needs. Please be prepared to let the Instructor/s know about your organization's Special Needs, Interests or Initiatives.
- It is always useful for participants to bring their existing problems or case studies, work-process flow charts or job related problems for discussion - consideration will be at sole discretion of the program director/s.
- Provisional Registration:** You can make a provisional registration by sending us an email – an official registration request can be made within 2 weeks. This will ensure we will reserve a seat. All provisional registrations automatically cancel 2 weeks before program start.
- Please note: No Live Voice Requests for Registration or Provisional Registrations.