MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

CERTIFIED BUSINESS DEVELOPMENT PROFESSIONAL

"Master the Strategies, Tools, and Skills to Drive Revenue Growth and Business Expansion."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's competitive marketplace, business development is a critical function for organizational growth and sustainability. Effective business development professionals identify new opportunities, build strong client relationships, and execute strategies that drive revenue and market expansion.

The Certified Business Development Professional course equips participants with practical knowledge and hands-on skills in prospecting, relationship management, negotiation, and strategic planning. Participants will learn how to generate leads, create business opportunities, and deliver measurable results for their organization.

Objectives

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

- Understand the role and responsibilities of a business development professional.
- Identify and evaluate new market opportunities.
- Build and maintain strong client relationships.
- Develop effective sales and marketing strategies to drive growth.
- Apply consultative selling and negotiation techniques.
- Plan, execute, and monitor business development initiatives.
- Use CRM and other tools to manage opportunities and track performance.
- Measure and report on business development outcomes.

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Why Attend

This course is essential for sales, marketing, and business development professionals seeking to enhance their skills, expand networks, and increase organizational revenue. Participants will gain actionable strategies to identify opportunities, close deals, and build lasting client relationships.

Target Audience

This course is suitable for:

- Business Development Executives and Managers
- Sales and Marketing Professionals
- Entrepreneurs and Start-Up Founders
- Account Managers and Client Relationship Managers
- Professionals responsible for revenue growth and market expansion

Individual Benefits

- Gain expertise in identifying and capitalizing on business opportunities.
- Develop advanced skills in relationship management and client engagement.
- Improve negotiation and consultative selling abilities.
- Enhance strategic thinking and planning for business growth.
- Increase professional credibility and career advancement opportunities.
- Acquire practical tools to track and measure business development success.

Organizational Benefits

- Accelerate revenue growth and market share expansion.
- Strengthen client relationships and retention.
- Improve effectiveness and efficiency of business development activities.
- Foster innovation and strategic growth initiatives.
- Support consistent pipeline management and opportunity tracking.
- Build a skilled team capable of driving sustainable business results.

Instructional Methodology

The training employs a practical, hands-on approach through:

- Interactive lectures on business development principles and strategies
- Case studies of successful business growth initiatives
- Role-playing exercises for client engagement and negotiation
- Workshops on opportunity analysis, lead generation, and pipeline management
- Group discussions and problem-solving activities for real-world application
- Continuous feedback, coaching, and Q&A sessions to reinforce learning

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Course Outline

Module 1: Introduction to Business Development and Market Analysis

Module 2: Identifying and Evaluating Business Opportunities

Module 3: Prospecting, Lead Generation, and Sales Funnel Management

Module 4: Building Strong Client Relationships

Module 5: Consultative Selling and Value-Based Proposals

Module 6: Negotiation Skills for Business Development Professionals

Module 7: Strategic Planning and Execution of Business Growth Initiatives

Module 8: CRM Tools and Performance Tracking

Module 9: Reporting, Metrics, and Measuring Success

Module 10: Capstone Exercise – Developing a Business Development Strategy for a Real Case

Certification

Upon successful completion, participants will receive a Certificate as a Certified Business Development Professional, validating their expertise in identifying opportunities, building client relationships, and driving business growth.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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