

Training Content

Duration: 16 Hours

Training Methodology

- Interactive Videos
- Games/ activities
- Discussions

Training Goals:

- The program aims to achieve the following training objectives: -
 - Participants are familiar with business development concepts
 - Participants' knowledge of the relationship between marketing, sales and business development
 - Familiarity with the roles of business development manager, important and responsibilities to be undertaken
 - Enabling participants to understand and exploit investment opportunities to support the company's competitive position
 - Enable participants to develop and follow up on the implementation of the business development planning.

Training Objective:

The first axis: an introduction to business development management:

- Roles and responsibility
- Building relationship
- Key merits
- Internal and external communication
- Failure to communicate

The second axis: the leadership skills of the business development manager:

- Leadership skills
- Problem solving
- Crisis's management
- The success indicator

The third axis: the personal skills of the business development manager:

- the implementation of plans
- managing and activating meetings
- Negotiating skill and modern techniques
- Business development manager skills
- Personal skills of BDM

The fourth axis: investment and business development:

- Crucial aspects of building and growing
- Gap analysis in Business
- Internal process
- Investment and business development

The program aims to enable the trainee to apply all skills in a practical and well-crafted manner that will help to achieve the desired development of the institution.