KOENIG SOLUTIONS · COURSE OUTLINE

Business Dev: Consultative Selling, Negotiation & M&A

Learn to develop strategic business plans, negotiate consultatively and manage mergers, acquisitions and international growth.

3 Days	15	43
DURATION	MODULES	TOPICS

COURSE OVERVIEW

This course covers strategic business development, starting with market analysis, strategic planning, innovation and building strategic partnerships. It then moves into advanced sales and negotiation, including consultative selling, high-impact negotiation strategies, relationship management and financial acumen for business development. The final part addresses growth and expansion strategies, covering international business development, mergers and acquisitions, digital transformation and risk management with contingency planning.

WHO THIS COURSE IS FOR

Business Development Managers | **Sales Executives** | **Account Managers** | **Strategy Consultants** | **M&A Analysts**

LEARNING OBJECTIVES

- Identify emerging market trends and evaluate competitive positioning
- Develop a business development strategy aligned to corporate goals
- Evaluate and structure strategic partnerships and alliances
- Apply consultative selling techniques to complex client needs
- Negotiate multi-party and high-stakes business agreements
- Assess financial metrics and KPIs for business development decisions
- Evaluate mergers and acquisitions opportunities and integration approaches
- Identify risks and develop contingency plans for business initiatives

COURSE SYLLABUS

15 Modules, 43 Topics

DAY 1 Strategic Business Development

01

Advanced Market Analysis

TOPICS

- Identifying Emerging Trends and Market Opportunities
- Competitive Analysis and Strategic Positioning
- Tools for Market Research and Data Analysis

02

Strategic Planning and Goal Setting

TOPICS

- Developing a Comprehensive Business Development Strategy
- Setting and Aligning Long-Term and Short-Term Goals
- Integrating Business Development with Corporate Strategy

03

Innovation in Business Development

TOPICS

- Leveraging Innovation for Competitive Advantage
- Exploring New Business Models and Revenue Streams
- Case Studies of Innovative Business Development Strategies

04

Building Strategic Partnerships

TOPICS

- Identifying and Evaluating Potential Partners
- Negotiating and Structuring Strategic Alliances
- Managing and Sustaining Long-Term Partnerships

05

Group Workshop

TOPICS

- Developing a Strategic Plan for a Hypothetical Market Entry
- Presentation and Peer Review of Strategic Plans

DAY 2 Advanced Sales and Negotiation Techniques

01

Mastering Consultative Selling

TOPICS

- Transitioning from Product Selling to Solution Selling
- Techniques for Understanding Client Needs at a Deeper Level
- Customizing Solutions for Complex Business Environments

02

High-Impact Negotiation Strategies

TOPICS

- Advanced Negotiation Techniques for Business Development
- Handling Multi-Party and High-Stakes Negotiations
- Overcoming Common Negotiation Challenges

03

Relationship Management and Client Retention

TOPICS

- Building and Sustaining Strong Client Relationships
- Client Retention Strategies for Long-Term Success
- Managing Key Accounts and Strategic Clients

04

Financial Acumen for Business Development

TOPICS

- Understanding Financial Metrics and KPIs
- Assessing the Financial Health of Prospective Clients and Partners
- Budgeting and Forecasting for Business Development Initiatives

05

Role-Playing and Simulation

TOPICS

Simulating High-Stakes Negotiation Scenarios · Feedback and Refinement of Techniques

DAY 3

Growth and Expansion Strategies

01

International Business Development

TOPICS

- Navigating the Challenges of Global Markets
- Cultural Considerations and Localization Strategies
- Legal and Regulatory Compliance in International Expansion

02

Mergers and Acquisitions (M&A)

TOPICS

Identifying and Evaluating M&A Opportunities · The Role of M&A in Business Growth · Post-Merger Integration Strategies

03

Digital Transformation in Business Development

TOPICS

Leveraging Technology for Business Growth · Digital Marketing and Social Media Strategies · The Role of Data Analytics in Decision Making

04

Risk Management and Contingency Planning

TOPICS

- Identifying and Mitigating Risks in Business Development
- Developing Contingency Plans for Business Initiatives
- Building Resilience in Business Development Strategies

05

Final Assessment & Action Planning

TOPICS

- Recap of Key Learning Points
- Developing an Individual Action Plan for Implementation
- Group Discussion and Feedback Session

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

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