

Management Programs

Business Development Strategy

Curriculum

Program Outline :

Module 1: Identifying and Evaluating Markets

- 1. Introduction to Market Identification**
 - Core principles and concepts.
- 2. Techniques for Identifying and Evaluating Markets**
 - Strategies for market evaluation.
- 3. Market Workshops**
 - Hands-on workshops to practice market identification techniques.

Module 2: Developing a Compelling Value Proposition

- 4. Introduction to Value Proposition Development**
 - Core principles and concepts of value propositions.
- 5. Strategies for Creating and Communicating Value Propositions**
 - Techniques for developing compelling value propositions.
- 6. Value Proposition Workshops**
 - Hands-on workshops to practice value proposition development.

Module 3: Negotiation and Deal-Making

- 7. Introduction to Negotiation and Deal-Making**

- Core principles and concepts of negotiation.

8. Skills for Negotiating and Closing Deals

- Techniques for effective deal-making.

9. Negotiation Workshops

- Hands-on workshops to practice negotiation skills.

Module 4: Sales Pipeline and Customer Journey Management

10. Introduction to Sales Pipeline Management

- Core principles and concepts of sales pipeline management.

11. Managing and Optimizing the Sales Pipeline

- Techniques for improving the sales pipeline and customer journey.

12. Sales Pipeline Workshops

- Hands-on workshops to practice sales management techniques.

Module 5: Leveraging Data and Analytics

13. Introduction to Data and Analytics

- Core principles and concepts of data analytics.

14. Using Data to Measure and Improve Performance

- Techniques for leveraging data in business development.

15. Data Analytics Workshops

- Hands-on workshops to practice using data and analytics.

Elective Modules

16. Data-Driven Decision Making

- Techniques for making decisions based on data and insights.

17. Risk Management in Business Development

- Strategies for identifying and managing risks in business development.

18. Behavioral Decision Making

- Understanding human behavior in business development processes.

19. Ethical Business Development

- Ensuring ethical standards in business practices.

20. Collaborative Business Development

- Techniques for effective collaboration in business development.

21. Conflict Resolution in Business Development

- Managing and resolving conflicts in business development settings.

Websites:

- <https://chools.in/>
- <https://ramaqchools.com/>
- <https://www.choolsgroup.com/>