

MARKETING & COMMUNICATION | COURSE BROCHURE

Business Development and Partnership Selling

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

Business development creates long-term growth through new markets, partners and strategic deals. This course covers business development: identifying opportunities, prospecting and networking, partnership models, joint value propositions, managing long sales cycles, proposals and negotiating partnership deals.

Business development needs a different approach from transactional sales. You will learn to build partnerships and win complex deals.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Opportunity mapping, partnership design workshops, proposal writing and negotiation simulations.

Course objectives

By the end of this course, participants will be able to:
• Identify and qualify growth opportunities
• Prospect and network effectively
• Design partnership models
• Develop joint value propositions
• Manage long, complex sales cycles
• Negotiate and close partnership deals

Target audience

This course is suitable for:
• Business development managers
• Partnership managers
• Sales directors
• Entrepreneurs
• Consultants



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Target competencies

Participants will develop competencies in:

- Opportunity identification
- Networking
- Partnership design
- Complex selling
- Negotiation

Course outline

Day 1: Business Development

09:00–10:08	Role and scope
10:08–11:00	Growth opportunities
11:00–11:30	**Coffee break**
11:30–11:45	Growth opportunities (continued)
11:45–12:53	Qualification
12:53–14:00	Exercise

Day 2: Prospecting

09:00–10:08	Networking
10:08–11:00	Account research
11:00–11:30	**Coffee break**
11:30–11:45	Account research (continued)
11:45–12:53	First meetings
12:53–14:00	Workshop

Day 3: Partnerships

09:00–10:08	Partnership models
10:08–11:00	Joint value propositions
11:00–11:30	**Coffee break**



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11:30–11:45	Joint value propositions (continued)
11:45–12:53	Partner selection
12:53–14:00	Exercise

Day 4: Complex Deals

09:00–10:08	Long sales cycles
10:08–11:00	Stakeholders
11:00–11:30	**Coffee break**
11:30–11:45	Stakeholders (continued)
11:45–12:53	Proposals
12:53–14:00	Case study

Day 5: Closing

09:00–10:08	Negotiating partnerships
10:08–11:00	Agreements
11:00–11:30	**Coffee break**
11:30–11:45	Agreements (continued)
11:45–12:53	Launching partnerships
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	23 Nov 2026	27 Nov 2026	**€3,150.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Barcelona Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,840.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**€3,150.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,540.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,840.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Vienna Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,940.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Rome Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**€1,890.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	31 May 2027	4 Jun 2027	**€2,450.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,890.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Vienna Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,940.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Dubai Confirmed dates	6 Sept 2027	10 Sept 2027	**€3,150.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
London Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online