MERCURY

Professional Business Development

23 – 27 May 2027
Cairo (Egypt)



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Introduction

The Professional Business Development course equips learners with a structured understanding of how organizations create sustainable growth through strategic expansion and value creation. It explores how modern business development integrates sales growth, market expansion, and relationship building into a unified growth strategy. Participants will gain insight into identifying opportunities, developing strong client acquisition systems, and strengthening long-term commercial performance. The program highlights the importance of aligning business development strategy with organizational goals and market dynamics. It examines how digital transformation influences business development practices and decision-making processes. It provides a foundation for building competitive advantage in both B2B and B2C environments.

Targeted Groups

This Professional Business Development training targets professionals seeking knowledge and skills:

- Business development officers aim to improve the execution of growth strategies.
- Sales professionals focusing on lead generation and conversion improvement.
- Marketing specialists are working on market expansion and customer acquisition.
- Entrepreneurs building scalable business models and revenue streams.
- Corporate managers responsible for strategic partnerships and growth planning.
- Consultants advising on business development strategy and performance improvement.
- Start-up founders seeking structured business growth frameworks.

Course Objectives

Participants will achieve the following objectives by completing the Professional Business Development course:

- Understand core principles of business development strategy and corporate growth.
- Develop effective approaches for client acquisition and relationship management systems.
- Analyze market opportunities to support sustainable business expansion planning.
- Apply structured lead generation techniques to improve sales pipeline performance.
- Strengthen negotiation skills for building strategic partnerships and long-term value.
- Design scalable business development plans aligned with organizational objectives.
- Evaluate performance metrics to measure revenue growth and business success.
- Integrate digital tools to enhance the effectiveness of modern business development.

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Targeted Competencies

Participants will gain the following competencies during the Professional Business Development program:

- Identify and evaluate high-value market growth opportunities.
- Design effective business development strategies and action plans.
- Apply strong client acquisition and relationship management skills.
- Use lead generation methods and optimize sales funnels.
- Negotiate effectively and close strategic business deals.
- Analyze performance indicators and growth outcomes.
- Align business development activities with strategic goals.

Studying Scenarios

In this Professional Business Development training, participants develop skills through the following scenarios:

- Analyzing a company's market position to design a new business development strategy for expansion into competitive markets.
- Developing a client acquisition plan for a B2B organization seeking to improve lead conversion rates and revenue performance.
- Creating a strategic partnership proposal to enter new geographic markets and expand corporate growth opportunities.
- Evaluating sales pipeline challenges and proposing structured improvements to enhance lead generation effectiveness.

Course Content

Unit 1: Fundamentals of Business Development

- Introduction to business development principles and growth concepts.
- Role of business development in strategy and revenue generation.
- Differences between sales, marketing, and business development.
- Key components of a business development framework.
- Customer-centric approaches for acquisition and retention.
- Impact on long-term competitive advantage.
- Overview of B2B models and industry practices.
- Aligning business development with vision and mission.

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Unit 2: Market Research and Opportunity Identification

- Fundamentals of market research for decision-making.
- Identifying high-potential markets and growth opportunities.
- Analyzing customer needs for expansion strategies.
- Competitive analysis for market positioning.
- Using data insights for strategic planning.
- Evaluating industry trends for market entry.
- Market segmentation for lead generation.
- Turning research into growth opportunities.

Unit 3: Sales Strategy and Lead Generation

- Link between sales strategy and business development.
- Designing structured lead generation systems.
- Optimizing sales funnels for better conversion.
- Outbound and inbound client acquisition strategies.
- Digital channels for lead generation and engagement.
- Building strong value propositions.
- Improving customer engagement techniques.
- Measuring sales performance for improvement.

Unit 4: Strategic Partnerships and Negotiation

- Importance of partnerships in business growth.
- Identifying aligned strategic partners.
- Negotiation strategies for mutual benefit.
- Structuring effective partnership proposals.
- Managing stakeholder relationships.
- Communication skills for negotiation success.
- Evaluating partnership performance.
- Building trust-based alliances.

Unit 5: Business Growth Planning and Performance Measurement

- Developing structured business growth plans.
- Setting KPIs for performance evaluation.
- Using metrics to assess revenue growth.
- Continuous improvement for business expansion.
- Digital tools for performance tracking.
- Identifying risks and opportunities.
- Aligning resources with priorities.
- Creating scalable growth frameworks.

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Final Insights & Key Takeaways

Professional Business Development integrates strategy, market intelligence, and relationship management to create sustainable organizational growth. Mastering these principles enables professionals to drive revenue growth, expand markets, and build long-term competitive advantage.