CONCEPT

Business Development Management Training: Opportunity Pipeline, Partnerships and Growth Deals

21 – 25 June 2027
Amsterdam - Zuidas business district hotel



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Ref: 990_22128 **Date:** 21 – 25 June 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Business development management training on opportunity pipeline, partnerships and growth deals is a one-week course for managers who originate, qualify and close new B2B growth opportunities, ending with a 12-month business development plan and qualified opportunity pipeline. Many organisations leave business development undefined between sales and marketing, so growth bets are chosen by instinct, pipelines fill with unqualified leads and partner deals stall without sponsors or clear terms. Participants already manage accounts, partners or new-segment initiatives, and the course is taught through case studies drawn from several sectors. CoreConcept Training Center delivers this course on structured business development practice.

Course Objectives:

- Define the business development mandate, its boundaries with sales and marketing and the growth opportunity types the unit pursues
- Map markets and select target segments and accounts using an ideal customer profile, attractiveness scoring and account tiering
- Qualify and stage opportunities in a pipeline using MEDDICC and BANT criteria with explicit stage exit rules
- Build value propositions and business cases that secure internal resources for new growth opportunities
- Structure partnership, alliance and channel deals and prepare negotiations using BATNA, reservation point and ZOPA analysis
- Run pipeline reviews, weighted forecasts and BD governance gates that keep the growth plan on track

Target Audience:

- Managers responsible for originating new customer segments, accounts and revenue streams
- Managers responsible for partner, alliance and channel relationships that open new routes to customers
- Commercial managers responsible for qualifying, forecasting and reporting the growth pipeline
- Managers responsible for preparing business cases and deal terms for new opportunities
- Account and product managers moving into business development responsibilities
- Managers responsible for coordinating executive sponsors on strategic growth deals

Course Outline:

Day 1: Business Development Role, Growth Landscape and Unit Baseline

- Business Development Mandate Compared with Sales and Marketing Roles
- Growth Opportunity Types Across Customers, Partners and New Segments
- Market Map of Adjacent Segments, Buyer Groups and Competitors
- Opportunity Source Inventory Covering Referrals, Partners and Market Signals
- Business Development Maturity Baseline Scorecard for the Unit

Day 2: Targeting, Qualification and Opportunity Pipeline Models

- Ideal Customer Profile and Segment Attractiveness Scoring Matrix
- Pareto Account Tiering for Strategic, Segment and Programmatic Coverage
- Opportunity Pipeline Stage Definitions with Entry and Exit Criteria
- MEDDICC Qualification Applied to Complex B2B Growth Opportunities
- BANT Screening Versus MEDDICC Depth for Early Leads

Day 3: Value Cases, Partnership Deals and Executive Engagement

- Value Proposition Statement Built Around Quantified Buyer Outcomes
- New Opportunity Business Case with Payback and Resource Request
- Partnership Model Choice Among Joint Venture, Equity and Contractual Alliances
- Channel and Referral Partner Terms with Revenue Sharing Rules
- Stakeholder Power-Interest Map and Executive Sponsor Engagement Plan

Day 4: Deal Negotiation, Forecasting and Business Development Governance Risks

- BATNA, Reservation Point and ZOPA Preparation for Growth Deals
- Deal Structure Options Covering Pilots, Exclusivity and Volume Tiers
- Weighted Pipeline Forecast and Forecast Accuracy Tracking Method
- Pipeline Review Cadence with Stalled Deal and Slippage Diagnostics
- BD Governance Gates, Decision Rights and Partner Exit Triggers

Day 5: Case Study: 12-Month Business Development Plan and Qualified Pipeline

- Case Company Market Map and Target Segment Selection
- Case Pipeline Qualification Using MEDDICC Scoring Sheets
- Case Partnership Shortlist and Deal Structure Recommendation
- Case BD Metrics Dashboard and Quarterly Forecast Build
- 12-Month Business Development Plan and Qualified Pipeline Completion

Skills You Will Gain:

- Market Mapping
- Target Account Selection
- Opportunity Qualification
- Growth Business Case Writing
- Alliance and Channel Deal Design
- Executive Stakeholder Engagement
- Deal Negotiation Preparation
- Pipeline Forecasting

Why Attend This Course:

- Deliver a 12-month business development plan and qualified opportunity pipeline to the commercial director for approval and quarterly review
- Decide which segments, accounts and partners deserve business development effort using scored and documented criteria
- Avoid forecast misses and wasted pursuit effort caused by unqualified opportunities and partner deals without agreed terms
- Brief account, product and marketing colleagues on shared pipeline stages, qualification rules and review routines

Conclusion:

Back at work, the participant gives the commercial director and executive sponsors a 12-month business development plan and qualified opportunity pipeline they can use to allocate effort, approve partner deals and set the growth forecast. Account, product and marketing teams use the same stage definitions and qualification rules, so pipeline reviews compare like with like. After its first quarter in use, the unit should review forecast accuracy, how many opportunities passed each qualification gate and whether partnership deals delivered the access and revenue their business cases promised.

Frequently Asked Questions FAQ:

What should participants know before business development management training on opportunity pipeline, partnerships and growth deals?

Participants should already handle accounts, partners or new-segment initiatives in a B2B organisation and understand their own offering and buyers. No CRM expertise is needed; bringing recent opportunity and partner examples helps participants apply the case studies to their own pipeline.

How does business development management training differ from sales skills or bid writing courses?

It concentrates on choosing where to grow, qualifying opportunities, building partnership deals and governing the growth pipeline. Sales skills courses focus on selling conversations, and bid writing courses focus on proposal documents, so both appear only where they connect to opportunity qualification.

Why does business development management use qualification frameworks such as MEDDICC?

Qualification frameworks give the unit a shared test of whether an opportunity is real, winnable and worth resources. Applying them consistently removes weak deals early, improves forecast accuracy and focuses executive time on the opportunities with the strongest metrics, sponsor and decision path.

What do participants take back from business development management training on opportunity pipeline, partnerships and growth deals?

Participants take back a 12-month business development plan and qualified opportunity pipeline for a case company, covering target segments, account tiers, qualification scores, partnership options, deal structures, metrics and forecast. It can be adapted to their own organisation for approval and quarterly review.