Strategic Business Development and Market Expansion Training Course



26 - 30 Oct 2026

Geneva

5900 € (Per Person)

Ref: #SAL6587_130420

Course Introduction / Overview:

This intensive training course is designed to equip professionals with the strategic acumen and practical tools necessary to drive sustainable business growth and successful market expansion. In today's hyper-competitive global landscape, simply having a good product is not enough; organizations must master the art and science of identifying, evaluating, and penetrating new markets. This program moves beyond traditional sales tactics to instill a comprehensive strategic mindset. We will explore foundational concepts and advanced frameworks, drawing inspiration from thought leaders like W. Chan Kim and Renée Mauborgne, authors of the seminal book "Blue Ocean Strategy". Participants will learn how to create uncontested market space and make the competition irrelevant. The curriculum at BIG BEN Training Center is meticulously structured to guide you from initial market analysis and opportunity assessment to the execution of complex go-to-market strategies, including strategic alliances and digital channel development. This course provides a holistic roadmap for transforming business development from a functional role into a core driver of corporate value and long-term profitability, ensuring you can navigate market complexities with confidence and strategic foresight.

Target Audience / This training course is suitable for:

- Business Development Managers and Directors.
- Sales Executives and Senior Managers.
- Chief Executive Officers (CEOs) and Chief Strategy Officers (CSOs).
- Entrepreneurs and Business Owners.
- Marketing Directors and Managers.
- Corporate Strategists and Planners.
- Product Managers seeking to expand market reach.
- Consultants specializing in growth and strategy.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications.
- Professional and Consulting Services.
- Government agencies and public sector organizations.

Target Organizations Departments:

- Business Development Department.
- Sales and Marketing Departments.
- Corporate Strategy and Planning.
- Executive Management.
- Product Development and Management.
- International Operations.
- Partnerships and Alliances Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Conduct comprehensive market analysis using frameworks like SWOT and PESTLE.
- Develop a robust go-to-market strategy for new products or territories.
- Identify and evaluate market expansion opportunities, including emerging markets.
- Formulate competitive positioning and value proposition strategies.
- Master the principles of Blue Ocean Strategy to create new market demand.
- Build and manage a high-performance sales and business development pipeline.
- Structure, negotiate, and manage strategic partnerships and alliances.
- Develop financial models to assess the viability of new business ventures.
- Implement key performance indicators (KPIs) to measure business development success.
- Mitigate risks associated with international market entry and expansion.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants not only learn the theory but can also apply it directly to their professional challenges. We believe in learning by doing. The course will be delivered through a blend of expert-led presentations, real-world case study analyses of successful and failed market expansions, and intensive group discussions that encourage peer-to-peer learning. A significant portion of the training will be dedicated to hands-on workshops and practical exercises where participants will work on developing a business development plan or a market entry strategy. Role-playing scenarios, particularly for negotiation and partnership-building, will be used to hone interpersonal and deal-making skills in a controlled, constructive environment. Our expert facilitators foster a dynamic learning atmosphere, providing continuous feedback and encouraging participants to share their own experiences and challenges. This immersive approach ensures a deeper understanding of the concepts and equips attendees with actionable skills and a strategic toolkit they can implement immediately upon returning to their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Business Development

- The Evolution of Business Development Beyond Sales.
- Core Concepts and Strategic Mindset.
- Conducting In-depth Market and Competitor Analysis.
- Utilizing SWOT and PESTLE Frameworks for Situational Assessment.
- Understanding the Customer Journey and Identifying Unmet Needs.
- Introduction to Market Sizing and Opportunity Assessment.
- Aligning Business Development with Overall Corporate Strategy.

Unit Two: Crafting the Growth and Expansion Strategy

- Developing a Value Proposition that Resonates.
- Applying the Ansoff Matrix for Growth Pathways.
- Introduction to Blue Ocean Strategy: Creating Uncontested Market Space.
- Techniques for Competitive Positioning and Differentiation.
- Building a Comprehensive Go-to-Market (GTM) Strategy.
- Financial Modeling and Budgeting for Business Development Initiatives.
- Setting Strategic Goals and Key Performance Indicators (KPIs).

Unit Three: Market Expansion Tactics and Channels

- Modes of Market Entry: Exporting, Licensing, and Joint Ventures.
- Developing and Managing Sales and Distribution Channels.
- Leveraging Digital Transformation for Market Penetration.
- Strategies for International and Global Market Expansion.
- Adapting Products and Services for Local Markets.
- Building a Robust Lead Generation and Qualification Process.
- Managing Cross-Cultural Communication in Business Development.

Unit Four: Execution, Partnerships, and Deal-Making

- Building and Managing a Strategic Partnership Ecosystem.
- The Art and Science of Negotiation for High-Value Deals.
- Structuring and Managing Strategic Alliances and Joint Ventures.
- Effective Sales Pipeline Management and Forecasting.
- Customer Relationship Management (CRM) Strategies for Growth.
- Legal and Regulatory Considerations in Market Expansion.
- Developing Compelling Proposals and Presentations.

Unit Five: Sustaining Growth and Managing Risk

- Measuring the ROI of Business Development Activities.
- Identifying and Mitigating Risks in New Markets.
- Fostering a Culture of Innovation and Continuous Improvement.
- Customer Lifetime Value (CLV) as a Metric for Sustainable Growth.
- Strategies for Scaling Business Development Operations.
- Managing Stakeholder Expectations and Reporting on Progress.
- Capstone Project: Developing a Complete Market Expansion Plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of rapid digital transformation, how can traditional businesses pivot their market expansion strategies to compete with digitally-native disruptors without cannibalizing their existing revenue streams?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by moving beyond theoretical frameworks to offer a deeply practical and strategic immersion into the world of modern business development. While many courses focus on isolated skills like sales or negotiation, our program integrates these elements into a holistic corporate growth strategy. We uniquely blend classic, time-tested models with contemporary concepts like "Blue Ocean Strategy," ensuring participants can both build on foundational principles and innovate to create new market opportunities. The curriculum is built around a series of interconnected case studies and a capstone project, where participants apply their learning cumulatively to develop a real-world market expansion plan. This emphasis on application ensures that skills are not just learned but mastered. Furthermore, the course content is continuously updated to reflect the latest trends in digital transformation, channel development, and global market dynamics, providing insights that are immediately relevant and actionable. The focus is on cultivating a strategic mindset, enabling participants to think like a Chief Strategy Officer and drive sustainable, long-term value for their organization.