COURSE BROCHURE

Business Development and Partnerships

An advanced course on building and assessing a growth opportunity pipeline, choosing the right partnership model, and designing and managing alliances so they deliver value.

Code	HT-MKT-110
Category	Sales & Marketing
Duration	1 week
Level	Advanced

Introduction

Growth no longer comes from direct sales alone; channels, alliances and joint ventures open markets and capabilities that are hard to build in-house, yet many partnerships launch with enthusiasm and fade without results.

Objectives

- Build and prioritize a business development opportunity pipeline
- Assess opportunities on strategic fit, return and risk
- Choose the most suitable partnership model for each opportunity
- Evaluate prospective partners and build a joint value proposition
- Design partnership governance, performance metrics and review mechanisms

Who should attend

- Business development and partnerships managers
- Corporate strategy and growth managers
- Channel and alliance managers
- Business unit leaders responsible for entering new markets

Skills you will develop

- Growth pipeline management
- Strategic opportunity assessment
- Partner selection
- Alliance governance

Learning Outcomes

- Prepare a prioritized opportunity pipeline for the participant's organization
- Assess a partnership opportunity using a weighted scorecard
- Compare two partnership models for a given opportunity and choose one with a rationale
- Prepare a partnership charter setting goals, roles, governance and success metrics

Course Outline

Day 1: The Role of Business Development

- How business development differs from sales and marketing

- Sources of growth: new markets, new customers and new capabilities
- Linking business development priorities to organizational strategy

Day 2: The Opportunity Pipeline

- Generating opportunities, their sources and initial screening
- A weighted scorecard for fit, return and risk
- Managing pipeline stages and go or no-go decisions

Day 3: Partnership Models

- Distribution, referral and reseller agreements
- Strategic alliances and co-development
- Joint ventures and when they are the best option

Day 4: Choosing a Partner and Shaping the Deal

- Partner evaluation criteria and commercial due diligence
- Building a joint value proposition that serves both sides
- Core elements of partnership arrangements and sharing contributions and returns

Day 5: Managing and Sustaining the Partnership

- Governance structure and joint review meetings
- Partnership health indicators, causes of failure and exit options
- Applied project: a complete partnership opportunity file for the participant's organization covering assessment, model and charter

Training methodology

Real opportunity pipelines built from participants' organizations
Hypothetical opportunities scored on weighted cards and group results compared
A simulated partnership design session between two teams representing different organizations
Cases of successful and stalled partnerships with the parties anonymized

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Istanbul	26 – 30 April 2027	AR	EUR 4,800
Dubai	3 – 7 May 2027	AR	EUR 4,500
London	10 – 14 May 2027	EN	EUR 5,700
Amsterdam	17 – 21 May 2027	AR	EUR 5,500
Online	24 – 28 May 2027	EN	EUR 1,800
Istanbul	25 – 29 October 2027	EN	EUR 4,800
Dubai	1 – 5 November 2027	EN	EUR 4,500

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/business-development-partnerships