

# INTRODUCTION TO BUSINESS DEVELOPMENT CERTIFICATION

As per International Standards



## UNICHROME

# Unichrone Training **Advantages**

- ✓ 1 Day Interactive Instructor-led Online/Classroom or Group Training
- ✓ Course study materials designed by subject matter experts
- ✓ Mock Tests to prepare in a best way
- ✓ Highly qualified, expert & accredited trainers with vast experience
- ✓ Enrich with Industry best practices and case studies and present trends
- ✓ Introduction to Business Development Training Course adhered with International Standards
- ✓ End-to-end support via phone, mail, and chat
- ✓ Convenient Weekday/weekend Introduction to Business Development Training Course schedule



## About Unichrone

- ✓ We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small- and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.



Guaranteed Quality



Handpicked Trainers



Global Presence



Online Training Option

We've trained professionals across  
global companies

PHILIPS

AXCESS  
FINANCIAL PRODUCT MANAGEMENT

CLARIANT

AkerSolutions

WÜRTH

baycoat

DUPONT

DASHTI

GlobalSign

TriskeleLabs

مصرف الراجحي  
Al Rajhi Bank

DHL

ARASCO  
أراسكو



أراسكو

EMERSON

accenture

VOLVO

AMA  
AMERICAN MEDICAL  
ASSOCIATION

sitel  
group

@ignify

Atos

LEAR  
CORPORATION



## Importance of Introduction to Business Development Training

- ✓ Business Development Certification aids individuals to attain insights into the nuances of business growth. It envelops everything from identifying untapped markets to nurturing consolidated client relationships. Additionally, it imparts adequate knowledge of change management and detrimental cracks in the Business Development process. This can eliminate the delays in meeting customer needs and execute strategies that align with the long-term organizational objectives. Certification denotes the skills and knowledge necessary to maintain a sustainable reputation in the global market.
- ✓ Candidates who attend Business Development Course, are likely to come out with skills that would enhance their performance in the job market. Market sampling methods will be explored so as to determine the possibilities of market prospects while evaluating market tendencies. Also, they will understand different sales techniques and ways of negotiating effectively to create long-lasting, great relationships with clients and sell products. Business Development Training will also include areas of operation such as planning for businesses and formulation of strategies.

## ELIGIBILITY CRITERIA

- ✓ Aspirants need not meet any requirements to pursue Introduction to Business Development Training Course. However, having prior knowledge is beneficial.

## WHO SHOULD ATTEND

- ✓ Any individual who wants to gain skills in this domain can enroll in the Introduction to Business Development Training course.

# INTRODUCTION TO BUSINESS DEVELOPMENT CERTIFICATION ADVANTAGES



CERTIFIES  
YOUR TALENT



HELPS  
BUILDING  
VALUES



GLOBAL  
RECOGNITION



PERFECT  
EXECUTION



BUILDS  
CUSTOMER  
LOYALTY



MORE  
EMPLOYABILITY  
OPTIONS

# Syllabus of Introduction to Business Development Training

## Lesson 01 – Introducing Business Development

1.	What is Business Development?
2.	Business Change Goals
3.	Change Management
4.	Stakeholders
5.	Lean Start-Up Mentality
6.	Corporate Culture

## Lesson 02 – Roles and Processes in Business Development

1.	Role and Role Profile
2.	Organizational Unit
3.	Process
4.	Steps to Business Development

## Lesson 03 – Portfolio

1.	Portfolio Structure
2.	Portfolio Life Cycle
3.	Portfolio Management

## Lesson 04 – Resources

1.	Skills
2.	Budget
3.	Internal Resources
4.	External Resources
5.	Mergers and Acquisitions
6.	Controlling



## Lesson 05 – Target Market

1.	Market Observation
2.	Market Segmentation
3.	Risk Analysis
4.	Internationalization

## Lesson 06 – Market Cultivation Strategy

1.	Pricing
2.	Sales Concept
3.	Partner Concept
4.	Marketing Concept
5.	Sales Enablement

# Exam Format of Introduction to Business Development Certification

Examination Format	
Exam Name	Introduction to Business Development Exam
Exam Format	Multiple Choice
Total Questions & Duration	30 Questions, 1 Hour
Passing Score	Minimum passing score of 70%
Exam Cost	Included in training fee

To get you fully prepared with the knowledge and skills for Introduction to Business Development, a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session. Prepared by certified faculty, the practice tests are a true simulation of the Introduction to Business Development exam.

# Contact Us

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<https://unichrone.com/>

