INTRODUCTION TO BUSINESS DEVELOPMENT CERTIFICATION

As per International Standards



UNICHRONE



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



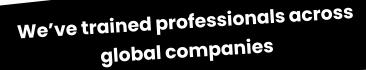
Handpicked Trainers



Global Presence



Online Training Option

















































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













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	



Syllabus of Introduction to Business Development Training

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	

Syllabus of Introduction to Business Development Training

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.



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https://unichrone.com/

