EXECUTIVE PROGRAMME IN BUSINESS DEVELOPMENT & REVENUE GROWTH STRATEGIES COURSE

Introduction

The Executive Programme in Business Development & Revenue Growth Strategies is an advanced executive programme designed to equip business leaders, commercial executives, sales professionals, entrepreneurs and business development practitioners with the strategic capabilities required to identify new business opportunities, develop profitable revenue streams, expand markets, strengthen strategic relationships and build sustainable organizational growth. The programme treats business development as a strategic discipline that extends beyond traditional selling. It examines how organizations can systematically identify new markets, customer segments, products, partnerships, distribution channels and business models, and then convert those opportunities into measurable commercial results. Participants explore the relationship between business strategy, market intelligence, customer acquisition, value propositions, sales, partnerships, pricing, account development and revenue management. Particular emphasis is placed on creating repeatable systems for generating and converting opportunities rather than relying on individual relationships or opportunistic sales. The programme also addresses the challenge of sustainable revenue growth. Participants examine how organizations can diversify revenue sources, improve customer lifetime value, increase share of wallet, develop strategic accounts, strengthen customer retention and identify opportunities for cross-selling and up-selling. The programme further explores strategic partnerships, alliances, channel development, market expansion and digital business development, enabling participants to identify alternative routes to growth in increasingly competitive and interconnected markets. Ultimately, the programme enables executives to move from reactive business development to systematic, intelligence-driven and strategically managed revenue growth.

Course Objectives

- Develop comprehensive business development and revenue growth strategies.
- Develop comprehensive business development and revenue growth strategies.
- Identify and evaluate new markets, customers and commercial opportunities.
- Develop compelling value propositions for new and existing markets.
- Build systematic business development pipelines and opportunity-management processes.
- Develop strategies for customer acquisition, retention, cross-selling and up-selling.
- Identify and develop strategic partnerships and business alliances.
- Develop market expansion and geographic growth strategies.
- Design effective revenue diversification and business-model strategies.
- Apply pricing, negotiation and commercial value-creation techniques.
- Use CRM, analytics and digital tools to manage business development.
- Establish meaningful revenue-growth KPIs and performance dashboards.
- Develop practical revenue-growth roadmaps aligned with organizational strategy.

Course Modules

> Module 1: Strategic Business Development & Revenue Growth
- Strategic role of business development in organizational growth
- Linking business development with corporate strategy
- Revenue-growth objectives and strategic priorities
- Developing an integrated business-development strategy

> Module 2: Market Opportunity Identification & Growth Intelligence
- Market intelligence for business development
- Identifying unmet customer needs and market gaps
- Opportunity screening and commercial attractiveness
- Competitor and market-growth analysis

> Module 3: Customer Acquisition, Segmentation & Value Proposition
- Customer segmentation and opportunity targeting
- Customer acquisition strategies
- Developing differentiated value propositions
- Customer needs, buying processes and decision-makers

> Module 4: Business Development Pipeline & Opportunity Management
- Building and managing business-development pipelines

- Lead generation and opportunity qualification
- Opportunity conversion and sales-cycle management
- Pipeline forecasting and performance monitoring

> Module 5: Strategic Account Development & Revenue Expansion
- Strategic account identification and prioritization
- Account-development and growth planning
- Cross-selling, up-selling and share-of-wallet strategies
- Customer retention and lifetime-value management

> Module 6: Strategic Partnerships, Alliances & Channel Development
- Identifying strategic partnership opportunities
- Partnership and alliance development frameworks
- Distributor, agent and channel strategies
- Partnership governance, performance and risk management

> Module 7: Market Expansion, Diversification & New Business Models
- Geographic and regional market expansion
- Product and service diversification
- New business models and revenue streams
- Market-entry strategies and commercial feasibility

> Module 8: Commercial Negotiation, Pricing & Revenue Optimization
- Commercial negotiation strategies
- Value-based pricing and pricing architecture
- Managing discounts, margins and commercial concessions
- Revenue optimization and profitability management

> Module 9: Digital Business Development, CRM & Growth Analytics
- Digital approaches to business development
- CRM systems and relationship intelligence
- Digital prospecting and social selling
- Revenue analytics and growth dashboards

> Module 10: Revenue Growth Execution, Performance & Transformation
- Revenue-growth KPIs and performance management
- Growth experimentation and scaling successful initiatives
- Building a high-performance business-development culture

- Developing a strategic revenue-growth roadmap