



Strategies for Business Growth and Development

Overview

This Business Growth and Development Certification Program is an intensive 2-day program specially designed to empower Business Developers, Managers and Executives to deliver value through providing solutions to stunted or declining company growth. If key learning points are applied, participants can increase Company profit by up to 125%. The course covers, how to find new opportunities, connect with the right people, foster collaborations or partnerships, launch new initiatives, projects or ventures and make the required organizational changes to enhance the performance of a business.

Learning Outcome

At the end of this course, participants would:

- Have a thorough understanding of key strategies to increase business profitability and growth Have an in-depth knowledge and understanding of business growth strategies
- Acquire advanced skills in managing business development process and forming corporate alliances
- Acquire advanced skills crucial to transforming key information into bottom-line results through effective execution of intelligent processes.

Develop skills required to increase corporate sales by at least 125% beyond your current benchmark.

Course Outline

Getting Prepared for a Conference, Workshop or Seminar (International or Local):

- Getting Your LinkedIn Profile Right (Personal & Corporate)
- Get Your Website Right
- Get Your Social Media Handles Right
- Have References from Genuine Clients that have Global Reach
- Have local partners
- Be a member of credible local associations, societies and institutions.
- Your Company Profile, Services and Testimonial Must Be Attractive

Positioning at the Conference

- Strategic Partner or Sponsor
- Speaker, Presenter or Moderator
- Exhibitor
- Strategic Meetings Attendance (Host or Attendee)
- Gaining Visibility (Uniform, Branded Outfits, Prepared Pitch or Question)
- Stakeholder Analysis (Competitors, Partners, Termed-Clients & Customers)



Strategies for Business Development & Growth

- Research and Development (Data Gathering and Data Analytics)
- Business Performance Audit
 - BCG Product and Service Analysis
 - Business Canvass Assignment
- Understanding and Analysis of Industry Life Cycle
- Collaboration, Cooperation & Coordination of Resources.- Strategies for Business Development & Growth
- Market Entry Strategies
- Effective & Efficient Networking
- Building a Multi-national & Transgenerational Business – Free Tools and online Courses to be provided.

Target Audience

- Business Development & Practicing professionals
- Team Leaders and Managers
- Account Managers
- Client Relationship Managers
- Business Development Managers
- Business Strategist
- Intellectual Property Personnel
- Head of Strategic Business Unit
- Recruitment Consultants
- Human Resource Managers

Duration: 2 Days

Course Fee: NGN 250,000

Venue: Lagos, NIGERIA

Venue:

Lagos, Nigeria

Date:

March 25 - 26, 2020

Time: 8:00 am

Course Fee:

N250, 000.00 per participants for PETAN member companies

N270, 000.00 per participants for Non PETAN member companies

(Fee includes: Course Material, Tea Breaks,
Lunch and Certificate)

Registration ends by February 29, 2020.

For information on registration and participation contact:

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