

Course Title: Business Development & Strategic Partnerships

- **Duration:** 5 Days (approximately 35-40 instructional hours)
- **Course Goal:** To provide business development professionals, sales leaders, and entrepreneurs with the strategic frameworks, practical skills, and negotiation techniques to identify, evaluate, structure, and manage high-impact strategic partnerships that drive sustainable growth, market expansion, and competitive advantage.
- **Core Focus:** Mastering the end-to-end partnership lifecycle, from strategic prospecting and value proposition design to deal negotiation and alliance management.

Learning Objectives:

Upon successful completion of this workshop, participants will be able to:

- **Develop** a strategic framework for identifying and prioritizing potential partners.
- **Conduct** thorough due diligence on potential partners to assess strategic fit and risk.
- **Craft** a compelling, mutually beneficial value proposition for a partnership.
- **Master** the art of outreach and securing initial meetings with key decision-makers.
- **Apply** advanced negotiation principles to structure and close partnership deals.
- **Understand** the key legal and financial components of a partnership agreement.
- **Develop** a joint go-to-market plan with a partner.
- **Implement** best practices for alliance management to ensure long-term partnership success.
- **Measure** and report on the performance and ROI of partnerships.
- **Create** a comprehensive strategic partnership plan for a key initiative.

Target Audience:

- Business Development Managers and Directors.
- Strategic Alliance and Partnership Managers.
- Sales leaders and Account Executives involved in complex deals.
- Startup Founders and CEOs.
- Corporate Strategists and M&A professionals.

Prerequisites:

- Experience in a business-facing role (e.g., sales, marketing, management).
- Strong communication and interpersonal skills.

Teaching Methodology:

This is a highly interactive and strategic workshop. The methodology includes:

- **Interactive Lectures & Frameworks:** Introducing models for partnership strategy, evaluation, and management.
- **Case Study Deep Dives:** Analyzing real-world strategic alliances (e.g., tech, retail, pharma) to understand what made them succeed or fail.
- **Intensive Role-Playing & Simulations:** The core of the course. Participants will engage in multi-stage partnership negotiations.
- **Practical Workshops:** Participants will actively build partnership scorecards, value propositions, and joint business plans.
- **Peer Coaching & Feedback:** A critical component for refining negotiation and pitching skills.

*(For **Online Delivery**, this will be adapted using breakout rooms for role-playing, virtual whiteboards for strategy mapping, and collaborative documents for developing partnership plans.)*

Materials Provided:

- A comprehensive digital "**Partnership Playbook**" with frameworks, checklists, and templates.
- Templates for a Partner Scorecard, a Joint Value Proposition Canvas, a Negotiation Prep Sheet, and an Alliance Management Plan.

- Detailed case study and role-playing briefs.
- A personal action plan template.
- Certificate of Completion.

Detailed Day-by-Day Curriculum

Day 1: The Strategy of Partnerships

- **Module 1: Why Partner? The Strategic Role of Business Development (Approx. 2 hours)**
- **Module 2: Developing a Partnership Strategy & Identifying Potential Partners (Approx. 3 hours)** (Workshop-heavy)
- **Module 3: Evaluating & Prioritizing Partners: The Partner Scorecard (Approx. 2.5 hours)** (Workshop-heavy)

Day 2: The Approach – Creating a Compelling Proposition

- **Module 4: Due Diligence & Understanding the Partner's World (Approx. 2.5 hours)**
- **Module 5: Crafting the Joint Value Proposition (Approx. 3 hours)** (Intensive Workshop)
- **Module 6: Effective Outreach & Securing the First Meeting (Approx. 2 hours)** (Writing Lab)

Day 3: The Deal – Negotiation & Structuring

- **Module 7: Principles of Strategic Negotiation (Beyond Sales) (Approx. 2 hours)**
- **Module 8: Preparing for the Partnership Negotiation (Approx. 3.5 hours)** (Intensive Prep Workshop)
- **Module 9: Negotiation Simulation (Part 1) (Approx. 2 hours)** (Role-Play)

Day 4: Finalizing the Deal & Alliance Management

- **Module 10: Negotiation Simulation (Part 2) & Debrief (Approx. 2.5 hours)** (Role-Play & Feedback)
- **Module 11: Key Legal & Financial Terms in Partnership Agreements (Approx. 2 hours)**
- **Module 12: Alliance Management: Launching & Managing the Partnership for Success (Approx. 3 hours)** (Workshop-heavy)

Day 5: Measurement & Your Strategic Partnership Plan

- **Module 13: Developing a Joint Go-to-Market (GTM) Plan (Approx. 2.5 hours)**
- **Module 14: Measuring Partnership Performance & ROI (Approx. 2 hours)**
- **Module 15: Your Strategic Partnership Action Plan (Capstone) (Approx. 2.5 hours)** (Capstone Workshop)
- **Module 16: Course Review & Commitment to Action (Approx. 1 hour)**