LEGAL & COMMERCIAL

LC81 Strategic Business Development

In today's competitive markets, effective business development is critical to sustaining growth and deepening client engagement. This course is designed to equip professionals with the essential strategic and practical skills to identify, qualify, and convert opportunities into long-term value. Delegates will explore how to build meaningful client relationships, understand evolving customer needs, and collaborate internally to deliver integrated solutions.

With emphasis on both interpersonal and commercial acumen, this course balances strategic thinking with actionable tools, ensuring delegates are able to navigate complex client environments and drive measurable outcomes.

Course Information

Duration: 5 days

London (£4950): 23rd February 2026, 11th May 2026, 6th July 2026, 24th August 2026, 19th October 2026, 7th December 2026, 24th May 2027, 13th September 2027, 18th October 2027, 20th December 2027

Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

Who is the course suitable for?

This course is ideal for professionals involved in client acquisition, revenue growth, and strategic partnerships. Delegates may include business development executives, sales professionals, product and marketing managers, or entrepreneurs seeking to enhance their commercial impact. It also suits professionals

transitioning into growth-oriented roles or supporting go-to-market initiatives. Participants will benefit from a practical, cross-sector curriculum designed to strengthen their strategic awareness, communication capability, and deal-making confidence.

Course profile

Identifying and Qualifying Opportunities

- Mapping markets and targeting priority segments
- Analysing growth potential through strategic lenses
- Qualifying leads using structured criteria
- Leveraging data and networks to uncover new opportunities
- Prioritising accounts and planning engagement strategies

Understanding Customer Needs and Creating Value

- Conducting effective client discovery and needs analysis
- Translating challenges into value-led propositions
- Aligning business goals with customer drivers
- Co-creating potential solutions with clients
- Applying consultative selling techniques

Building and Sustaining Client Relationships

- Establishing rapport and credibility with new clients
- Managing long-term relationships and client lifecycle stages
- Communicating with influence across stakeholder levels
- Building trust through consistency and responsiveness
- Managing client expectations and delivering value beyond the sale

Pitching, Negotiating, and Closing Deals

- Structuring compelling value propositions
- Delivering persuasive presentations and demos
- Navigating objections and client concerns
- Applying negotiation strategies for win-win outcomes
- Securing commitment and managing deal closure

Collaborating for Commercial Success

- Working across teams to build integrated offerings
- Aligning business development with product and marketing goals
- Leading internal communication and stakeholder buy-in
- Embedding feedback and learning loops into BD strategy

Competencies

At the end of the course, delegates will be able to:

- Identify, qualify, and prioritise business development opportunities using proven tools.
- Understand client needs and tailor compelling, solution-oriented value propositions.
- Build and maintain high-trust relationships with diverse clients and stakeholders.
- Communicate persuasively to pitch, negotiate, and close successful deals.
- Apply strategic thinking to market segmentation and opportunity analysis.
- Use consultative techniques to uncover hidden value and differentiate offerings.
- Collaborate effectively with internal teams to support integrated delivery.
- Develop a personal development plan to drive continuous business growth.

Course Booking

Call us: +44 (0) 207 724 6007

Email us: training@lmcuk.com

www.lmcuk.com

RESERVE A PLACE