



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Business Development

Custom Courses / Leadership and Management

Unit Standard AATICD-0077 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to drive business growth through strategic planning, market analysis, and relationship management. Participants will learn to identify opportunities, develop business cases, and implement growth strategies that align with organizational objectives.

Category	Custom Courses
Subfield	Leadership and Management
Unit Standard	AATICD-0077
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply business development principles to identify and evaluate new market opportunities.
- Analyze internal and external business environments to inform strategic decisions.
- Develop a comprehensive business development plan with measurable goals and timelines.
- Implement relationship management strategies to build and sustain client partnerships.
- Evaluate the effectiveness of business development initiatives using key performance indicators.
- Demonstrate negotiation and communication skills to secure business agreements.

WHO SHOULD ATTEND

- This course is designed for managers, team leaders, and professionals seeking to enhance their business development capabilities.
- It is ideal for individuals responsible for driving revenue growth, expanding market presence, or building strategic partnerships.

COURSE OUTLINE

Day 1: Foundations of Business Development

- Definition and importance of business development
- Business development vs sales vs marketing
- Key stakeholders: customers, partners, investors
- Market analysis: trends, competition, opportunities
- Business development lifecycle overview
- Ethics and professionalism in business development

Day 2: Strategic Planning and Market Analysis

- Strategic planning models (SWOT, PESTLE, Porter's Five Forces)
- Market research methods: primary and secondary
- Competitor analysis and benchmarking
- Market segmentation and targeting
- Value proposition design
- Positioning strategies

Day 3: Building Relationships and Partnerships

- Networking strategies and techniques
- Identifying strategic partners and alliances
- Partnership evaluation criteria
- Negotiation principles and tactics
- Drafting partnership agreements
- Relationship management and communication

Day 4: Sales Pipeline and Revenue Growth

- Sales pipeline stages and metrics
- Lead generation: inbound and outbound
- Lead qualification criteria (BANT, CHAMP)
- Pricing strategies: cost-based, value-based, competitive
- Revenue models: subscription, transactional, freemium
- CRM systems and data management

Day 5: Implementation, Measurement, and Growth

- Business development plan structure
- Key performance indicators (KPIs) for BD
- ROI analysis and reporting
- Continuous improvement and agile adaptation
- Pitching and presenting proposals
- Case studies and best practices

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,700.00	R 17,700.00
1	In-House	R 23,100.00	R 23,100.00
1	On-Campus (Pretoria)	R 26,700.00	R 26,700.00

UPCOMING SESSIONS

Start	End	Method	Venue
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
31 Aug 2026	04 Sep 2026	On-Campus	Lusaka, Zambia
31 Aug 2026	04 Sep 2026	On-Campus	London, UK
07 Sep 2026	11 Sep 2026	On-Campus	Mauritius
07 Sep 2026	11 Sep 2026	On-Campus	Pretoria, South Africa
07 Sep 2026	11 Sep 2026	On-Campus	Abu Dhabi, UAE
07 Sep 2026	11 Sep 2026	On-Campus	Harare, Zimbabwe

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard AATICD-0077) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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