

# Developing Business Partnerships

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

18

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

54m

**Estimated study time**

54m 33s

**Instructor**

Marcel Badart

## Introduction

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### 1 Learning the business partnership world

## Setting the Stage

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**2 Partnerships and success**  
The ability to develop and manage productive business partnerships is becoming a core competency for a growing number of companies.

**3 The BDM role**  
Business development managers (BDMs) are a key role at organizations looking to build strategic partnerships.

**4 Types of partnerships**  
Not all partnerships are equal, and it is important to understand how they differ.

**5 Finding the right business partners**  
Productive and successful partnerships are ones that not only support your company's strategy, but in which cultural fit and other factors align. After completing this lesson, you will be able to leverage several factors that influence your ability to build productive partnerships.

**6 Identifying key stakeholders**  
This lesson outlines the importance of executive and other stakeholder support in partnership success.

**7 Architecting the deal**  
Before they can be productive, and before the deal is signed, partnerships must be well architected and constructed.

# The Development Process

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- 8 Partner value propositions**  
A value proposition is what you use to make the case for the partnership to a prospective partner.
- 9 Partner prospect research**  
Prospect research helps ensure that the prospect is the right one for your portfolio.
- 10 Partner recruitment**  
Cold calling is one way of approaching your partner prospects, but there are other, more effective ways, too.
- 11 Negotiating a partner deal**  
Just as important as mastering the mechanics of the deal, the thought you put into a specific partnership's vision, goals and manageability are key.
- 12 Onboarding your new partner**  
Once the deal is signed, onboarding begins and your role begins to transition.

# Making Partnerships Work

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- 13 Partner management basics**  
When designing new partnership agreements, it is essential for you to understand how the partner management team operates.
- 14 New initiatives**  
Over the course of a partnership lifecycle, you may run into additional opportunities to leverage the trusted relationship.

# Ensuring Your Success

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- 15 Business development careers**  
In this last chapter, we take a look at some ideas that will enhance your BDM career and beyond.
- 16 What's ahead**  
The landscape of business is rapidly changing.
- 17 Leveling up**  
Being a business development manager doesn't mean finishing just one partner deal.

# Conclusion

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18 What to do next

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