



New Business Development

**Find specific new business areas and markets for your
business success of tomorrow**

Two-day intensive seminar

... and where will your company be tomorrow?

Today's products are no longer in demand tomorrow, technology will be outdated, design will have gone out of fashion. There is a variety of competitors on your home market. The products and services that once were unique have become commodities, and the pressure to innovate grows. You are bustling in a Red Ocean market.

How do you come up with new products or services? How do you find and conquer new markets and what awaits you there? Which strategy will make you successful there? And how do you know whether the strategy is successful?

Help shape the successful future of your business by developing new businesses and markets!

Your benefit & contents

“Learning on the job” in a new form – the perfect combination to professionalize the preparation of your project with new knowledge and accelerate it in a concentrated working atmosphere.

Developing new business areas means breaking new ground. In two intensive seminar days, prepare for your requirements as a manager in New Business Development and understand the necessity and the benefits in anchoring the “New Business Development” in the company. This is how you shape a successful future for your company.

New markets always mean growth potential and new challenges. With your professional competence, you can identify and expand new business areas. You are able to analyze and evaluate options and to use indexes as a management tool managing new business areas. Apply key methods and tools in the seminar. To do this, we provide you with a “method kit” for your professional work.

Benefit from the practice-oriented know-how and the experience of our experts.

Contents

- Foundations of New Business Development
- Business Development Culture
- Success factors
- Identification of new business ideas
- Analytic instruments and innovation management
- Developing a business plan
- Key figures as an instrument to evaluate and control new business areas
- Risk management and fallback plan

Methodology

- Keynote presentations
- Plenary discussions
- Group work
- Case studies
- Methods tool box
- Expert tips
- Thinking outside the box by active exchange with participants from other companies and sectors

- **Duration**
2 days
- **Start/End**
09:00 am to 05:30 pm each
- **Target group**
Responsible managers for new business development, service and marketing managers, product managers – in all industries
- **Our services**
Seminar participation & networking
Seminar documents
Drinks and lunch
Certificate of attendance
- **Your investment**
€ 2,360.00 plus VAT

Information and registration

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