FUNDAMENTAL OF PROJECT MANAGEMENT AND BUSINESS DEVELOPMENT



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TRAINING CENTER

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Introduction

Fundamental of Project Management and Business Development examines how professionals convert a commercial opportunity into a structured project and then into revenue. This Training Course covers project fundamentals, business development practice, opportunity qualification, and proposal management. Participants study the PMBOK Guide performance domains, project charters and business cases, work breakdown structures and Gantt charts, risk registers and RACI responsibility assignment, the Miller Heiman Strategic Selling blue sheet, the Shipley proposal management process, the BANT and MEDDIC qualification frameworks, stakeholder mapping for clients, the Ansoff growth matrix, PESTLE market analysis, NPV and payback appraisal, and CRM pipeline discipline. Furthermore, the programme connects commercial pursuit to delivery discipline through opportunity qualification labs, proposal workshops, and project handover simulations. As a result, delegates leave able to win work and deliver it with one connected method.

Fundamental of Project Management and Business Development Course Objectives

- Define project management and business development and their connection.
- Apply the PMBOK Guide performance domains to commercial projects.
- Build project charters, work breakdown structures, and schedules.
- Apply risk registers and RACI to delivery planning.
- Identify and qualify commercial opportunities rigorously.
- Apply the Miller Heiman blue sheet to key account pursuit.
- Apply the Shipley process to proposal development.
- Use BANT and MEDDIC to assess opportunity viability.
- Apply PESTLE and the Ansoff matrix to growth choices.
- Appraise opportunities with NPV, payback, and margin analysis.

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Course Methodology

- Interactive workshops using real pursuit and project files.
- Opportunity qualification and blue sheet labs.
- Proposal and bid writing workshops.
- Project planning and baseline exercises.
- Handover and delivery simulation practice.

Who Should Take This Course

- Business development managers and executives.
- Bid and proposal managers.
- Account managers with project responsibility.
- Project managers engaged in commercial pursuit.
- Consultants and professional services leaders.
- Technical specialists supporting bids.
- Entrepreneurship and start-up founders.

Fundamental of Project Management and Business Development Course Outlines

Day 1: Project Management and Business Foundations

- Project management and business development defined and linked.
- PMBOK Guide performance domains applied to commercial projects.
- Project, programme, and portfolio in a commercial context.
- Commercial lifecycle: pursue, bid, win, deliver, renew.

- Value propositions and customer problem framing.
- Common failures: bidding without plan, winning without capacity.
- Building the foundations pack.

Day 2: Opportunity Identification and Qualification

- Market analysis with PESTLE and competitor scanning.
- Opportunity sources, lead generation, and pipeline building.
- Qualification with BANT and MEDDIC frameworks.
- The Miller Heiman blue sheet for key account pursuit.
- Buyer roles: economic, user, technical, coach.
- Go/no-go decision criteria and bid investment control.
- Building the qualification pack.

Day 3: Proposal Development and Pricing

- The Shipley proposal management process.
- Bid strategy, win themes, and discriminators.
- Proposal structure, compliance matrices, and reviews.
- Pricing strategy: cost-plus, value-based, and competitive.
- Margin analysis, NPV, and payback appraisal.
- Contract terms, risk allocation, and negotiation basics.
- Building the proposal and pricing pack.

Day 4: Planning the Delivery Before Winning

- Project charter and scope statement for commercial work.
- Work breakdown structures and schedule development.

- Resource and capacity planning against the pipeline.
- Risk registers and delivery risk responses.
- RACI responsibility assignment and governance design.
- Assumptions, dependencies, and exclusions discipline.
- Building the delivery planning pack.

Day 5: Handover, Delivery, and Account Growth

- Handover from pursuit team to delivery team.
- Contract mobilisation and kick-off design.
- Delivery monitoring with basic earned value and KPIs.
- Client relationship management and service reviews.
- Account growth: upselling, renewals, and references.
- The Ansoff matrix applied to existing accounts.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Fundamental of Project Management and Business Development, participants will have acquired a practical command of project fundamentals, opportunity qualification, proposal development, pricing appraisal, delivery planning, and account growth. They will know how to qualify an opportunity before investing bid effort, plan a delivery they can actually staff, and move a winning bid into a project with governance already in place. In addition, the course prepares delegates to grow existing accounts from demonstrable delivery results rather than promises. As a result, they return to work ready to win work and deliver it with one connected method. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Fundamental of Project Management and Business Development course

Q1 What is the "Fundamental of Project Management and Business Development" course about?

It is a five-day programme on converting a commercial opportunity into a structured project and then into revenue. It covers the PMBOK Guide performance domains, project charters and schedules, opportunity qualification with BANT and MEDDIC, the Miller Heiman blue sheet, the Shipley proposal process, PESTLE and Ansoff analysis, NPV and margin appraisal, and account growth.

Q2 What are the key benefits of the "Fundamental of Project Management and Business Development" course?

Participants gain the ability to qualify an opportunity before investing bid effort, plan a delivery they can actually staff, and move a winning bid into a project with governance already in place. They also learn to grow existing accounts from demonstrable delivery results rather than promises.

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Q3 What skills will I gain from the "Fundamental of Project Management and Business Development" course?

Project and commercial foundations with PMBOK performance domain application, commercial lifecycle design, and value proposition construction, opportunity work with PESTLE market analysis, pipeline building, BANT and MEDDIC qualification, blue sheet account pursuit, buyer role mapping, and go/no-go decision design, proposal work with Shipley process application, win theme construction, compliance matrix design, pricing strategy selection, margin analysis, NPV and payback appraisal, and contract term negotiation, and delivery and growth work with project charter construction, work breakdown structure development, schedule building, capacity planning, risk register construction, RACI design, assumption and exclusion discipline, pursuit-to-delivery handover design, contract mobilisation, kick-off design, earned value basics, KPI construction, client relationship management, service review delivery, upsell and renewal planning, and Ansoff matrix application.

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Q4 What tools, methods, or standards are covered in the "Fundamental of Project Management and Business Development" course?

The course covers project management and business development defined and linked, PMBOK Guide performance domains applied to commercial projects, project, programme and portfolio in a commercial context, the commercial lifecycle across pursue, bid, win, deliver and renew, value propositions and customer problem framing, common failures across bidding without plan and winning without capacity, market analysis with PESTLE and competitor scanning, opportunity sources, lead generation and pipeline building, qualification with BANT and MEDDIC frameworks, the Miller Heiman blue sheet for key account pursuit, buyer roles across economic, user, technical and coach, go/no-go decision criteria and bid investment control, the Shipley proposal management process, bid strategy, win themes and discriminators, proposal structure, compliance matrices and reviews, pricing strategy across cost-plus, value-based and competitive, margin analysis, NPV and payback appraisal, contract terms, risk allocation and negotiation basics, project charter and scope statement for commercial work, work breakdown structures and schedule development, resource and capacity planning against the pipeline, risk registers and delivery risk responses, RACI responsibility assignment and governance design, assumptions, dependencies and exclusions discipline, handover from pursuit team to delivery team, contract mobilisation and kick-off design, delivery monitoring with basic earned value and KPIs, client relationship management and service reviews, account growth across upselling, renewals and references, and the Ansoff matrix applied to existing accounts.

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Q5 How is the "Fundamental of Project Management and Business Development" course applied in real-world practice?

Delegates apply it through commercial lifecycle maps, value propositions, customer problem statements, PESTLE analyses, competitor scans, pipeline registers, lead qualification records, BANT assessments, MEDDIC scorecards, blue sheets, buyer role maps, go/no-go decision records, bid investment approvals, bid strategies, win theme documents, discriminators lists, proposal outlines, compliance matrices, proposal review packs, pricing models, cost build-ups, margin analyses, NPV calculations, payback models, contract term comparisons, risk allocation matrices, negotiation briefs, project charters, scope statements, work breakdown structures, schedule networks, Gantt charts, resource plans, capacity plans, pipeline capacity balances, risk registers, risk response plans, RACI charts, governance frameworks, assumption registers, dependency logs, exclusion lists, handover documents, mobilisation plans, kick-off packs, delivery dashboards, KPI dictionaries, earned value reports, client relationship plans, service review packs, account plans, upsell proposals, renewal plans, reference requests, Ansoff growth analyses, and pursuit improvement plans. They also use it to chair bid reviews and to hand over won work into delivery.