

Localization Business Development Manager

online course

LOCALIZATION BUSINESS DEVELOPMENT MANAGER

OVERVIEW

Learn the fundamentals of sales with a localization lens and develop the skills needed to succeed in biz dev roles. Understand buyer psychology, craft compelling value propositions, and manage the full sales cycle from lead generation to closing deals. Explore negotiation tactics, objection handling, and account growth strategies tailored to the localization industry.



CURRICULUM

SESSION

1

SALES BASICS

SEP 1

Discover what makes localization sales unique. Learn how it supports global expansion, differs from other strategies, and how culture influences buyer behavior and decision-making.

SESSION

2

KNOW YOUR BUYER

SEP 2

Learn how to analyze company profiles, map stakeholders, and segment target markets. Build localized buyer personas and explore how to tailor outreach based on trends, buyer behavior, and competitor analysis.

SESSION

3

FINDING & QUALIFYING LEADS

SEP 3

Explore high-demand markets for localization and learn how to generate and qualify leads using modern tools. Develop strategies to target ideal buyers, tailor outreach, and overcome objections that block the sales process.

CURRICULUM

SESSION

4

STARTING THE CONVERSATION

SEP 4

Learn how to confidently open sales conversations after a lead shows interest. Use a structured approach to build rapport, stay relevant, and guide the discussion toward next steps—all while sounding human, not robotic.

SESSION

5

SELLING WITH VALUE & TECH

SEP 5

Learn how to craft compelling value propositions for different buyer types and use localization tools to boost trust and efficiency. Discover how data and strategic questioning can drive client conversations and highlight ROI.

SESSION

6

THE SALES PITCH

SEP 8

Learn how to structure compelling sales pitches and present with clarity and impact. Use storytelling to connect with buyers and master objection handling to turn pushback into progress.

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SESSION

7

OBJECTION HANDLING

SEP 9

Master how to respond to objections with empathy, clarity, and cultural awareness. Learn to reframe hesitation into opportunity, educate clients on localization value, and close conversations with confidence.

SESSION

8

NEGOTIATION SKILLS

SEP 10

Develop techniques to shift conversations from cost to value. Learn how to navigate cultural differences, handle pricing pressure, and overcome internal blockers to close deals with ease.

SESSION

9

CLOSING DEALS

SEP 11

Learn how to manage long sales cycles, map stakeholders, and deliver localized proofs of concept. Explore closing techniques that build trust, create urgency, and drive decisions in global enterprise sales.

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SESSION

10

ACCOUNT GROWTH

SEP 12

Learn how to expand existing accounts through upselling, long-term planning, and scalable sales strategies. Build growth plans, align teams, and use data to stay ahead of trends and boost client retention.

LOCALIZATION BUSINESS DEVELOPMENT MANAGER

LIVE COURSE

Join us for the first live cohort of the BDM course. Please review the following details before enrolling:

- The course runs from **September 1** to **September 12**
- This will be an interactive course delivered entirely **LIVE** over Zoom
- There are **10 sessions** total — every workday
- Each session will start at **6:00 pm CEST** time (9:00 am PDT)
- You'll get **2 hours** each day with your instructor Karina
- We will **record** every session in case you can't make it
- Learn by doing with over **10 exercises**
- Limited spots available

The early bird price is **\$297** per person, but act fast — the price will go up before the course starts.

To secure your spot in this course, simply click the *Enroll now* link on the next page. You'll be directed to Stripe, where you can complete your payment. Once your payment is processed, we'll contact you within 24 hours to confirm your participation.

If you're not satisfied with the course, you can cancel by the end of the third session (Sep 3) and get a *full refund*.

THANK YOU!

for considering our course

[Enroll now](#)



LOCALIZATION ACADEMY