



BUSINESS
DEVELOPMENT ASSOCIATION



PDP™

Professional Development Provider

PDP™ Program Guide

Table of Content

Welcome note	03
Introduction to the PDP Program	04
Why Become a PDP Partner?	05
PDP Accreditation Packages & Fees	06
The Accreditation Process	07
PDP Quality & Compliance Standards	08
PDP Badge Usage Guidelines	09
Frequently Asked Questions (FAQs)	10
Contact & Next Steps	11

Welcome Note

Dear Professional Development Provider,

Welcome to the Business Development Association (BDA) - Professional Development Provider (PDP™) Guidebook.

This guidebook serves as the primary reference document for PDP-accredited training providers, offering guidance on accreditation policies, compliance standards, and best practices for delivering BDA-aligned training programs.

The BDA PDP accreditation ensures that your programs align with BDA BoCK™ standards, giving you international credibility and access to a growing network of business development professionals worldwide.

This document is periodically updated to reflect enhancements to the PDP program, ensuring that partners have access to the latest guidelines and requirements.

For any inquiries regarding your PDP™ accreditation, please feel free to contact us at partnerships@bda-global.org

Best regards,

Charles Sterling

PDP Program Administrator

Business Development Association (BDA®)

London, United Kingdom

What is the BDA Professional Development Provider (PDP) Program?

The Professional Development Provider (PDP) Program is an exclusive accreditation initiative by the Business Development Association (BDA) designed to recognize and support high-quality training providers in the field of Business Development. By becoming a BDA PDP, training providers gain an internationally recognized accreditation that signifies their programs meet the highest industry standards aligned with the **BDA BoCK™ (BDA Body of Competency & Knowledge)** framework.

Through this program, partners receive exclusive rights to offer accredited training programs, use the BDA PDP™ badge, and leverage BDA's global reputation to enhance their credibility in the marketplace.

Who Can Apply for the PDP™ Accreditation?

The PDP accreditation is open to a variety of professional training organizations, including:

Corporate Training Providers – Companies offering business development-related training programs.

Educational Institutions – Universities and colleges providing executive education in Business Development.

Professional Development Firms – Organizations focused on business growth, strategic planning, and leadership training.

To be eligible, training providers must demonstrate **high-quality course content**, experienced instructors, and alignment with **BDA BoCK™ principles**.

How Does the PDP™ Accreditation Benefit Training Providers?

International Recognition: Gain credibility as an accredited provider with a globally recognized BDA partnership.

Use of the BDA PDP™ Badge: Display the BDA-accredited provider badge on certificates, websites, and marketing materials.

Competitive Advantage: Differentiate your training programs from non-accredited offerings.

Increased Market Exposure: Access BDA's international network and gain marketing support for your programs.

Alignment with BDA BoCK™ Standards: Ensure your training content meets global industry benchmarks in Business Development.

Priority Listing on BDA Platforms: Feature your accredited programs on BDA's website and marketing channels.

Section 2: Why Become a PDP Partner?

Global Recognition with BDA Accreditation

As a **BDA-accredited PDP™**, your training programs gain international recognition for adhering to the highest business development education standards. The PDP accreditation assures learners and corporate clients that your programs align with [BDA BoCK™](#), making your courses more attractive in competitive global markets.

Use of the BDA PDP™ Provider Badge

Accredited providers receive official authorization to use the **BDA PDP™ Badge**, a globally recognized symbol of quality in business development training. This badge can be displayed on:

- ✓ Training certificates
- ✓ Course materials
- ✓ Website and promotional materials
- ✓ Social media and marketing campaigns

Access to BDA Industry Insights & Research

BDA providers gain exclusive access to:

- ✓ The latest trends in Business Development training and education
- ✓ Research reports and whitepapers on market expansion, strategy, and sales growth
- ✓ Best practices and frameworks from BDA BoCK™.

Increased Market Visibility & Business Opportunities

Being a BDA-accredited partner increases your credibility and exposure, making it easier to:

- ✓ Market your programs to a global audience
- ✓ Gain referral opportunities within BDA's partner network
- ✓ Differentiate your training services from non-accredited competitors

Section 3: PDP™ Accreditation Packages & Fees

Overview of PDP Accreditation Tiers

BDA offers a flexible accreditation model based on the number of training programs a provider wishes to accredit. Partners can choose the level that best fits their training portfolio:

Accreditation Level	Max Programs Accredited	Annual Fee (EUR €)	Renewal Fee (EUR €)
Standard PDP™	Up to 5 programs	€500	€300
Advanced PDP™	Up to 8 programs	€900	€500
Premium PDP™	Up to 12 programs	€1,400	€700

Each tier includes:

- ✓ Full accreditation for selected programs
- ✓ Use of the BDA PDP™ Partner Badge
- ✓ Listing on the BDA website and promotional materials
- ✓ Access to BDA research, tools, and exclusive webinars

Important Restriction:

- BDA PDP accreditation applies exclusively to **training programs** and does not cover full diploma programs (60+ hours). Partners may accredit short courses, workshops, and structured training programs aligned with BDA BoCK™ standards.

Upgrading Your Accreditation Package

Partners may **upgrade their PDP accreditation** at any time by accrediting additional programs. The cost of upgrading is calculated as follows:

- **From 5 to 8 programs:** Pay €400.
- **From 9 to 12 programs:** Pay the difference between €900 and €1,400 (€500).

Pricing Structure & Benefits

- One-time application fee included in the initial accreditation cost.
- Annual renewal fees apply to maintain accreditation.
- Partners may upgrade their accreditation tier by applying for additional program approvals at any time.

Annual Renewal Fees & Process

To maintain active accreditation, partners must renew their PDP status each year. The annual renewal fees are:

Accreditation Level	Annual Renewal Fee (EUR€)
PDP Standard (5 programs)	€300
PDP Advanced (8 programs)	€500
PDP Premium (12 programs)	€700

Annual Accreditation Renewal: PDP partners must renew their accreditation each year to maintain their status and continue using the BDA badge.

Renewal Includes: Compliance review, update of accredited programs, and confirmation of continued alignment with BDA BoCK™ standards.

Renewal Notice: Providers receive a renewal reminder **60 days before expiration** with details on required actions and payment.

Non-Renewal: If a partner does not renew, accreditation is suspended, and the BDA PDP™ badge must be removed from all materials..

Section 4: The Accreditation Process

Step-by-Step Guide to Applying for PDP Accreditation

Submit Your Application – Complete the PDP application form and submit required documents via email.

Preliminary Review – The BDA team will conduct an initial screening to ensure the application meets the eligibility criteria.

Program Evaluation & BDA BoCK™ Alignment – Each training program submitted for accreditation will be reviewed for its alignment with BDA BoCK™ competencies. Programs must demonstrate clear relevance to Business Development knowledge areas.

Feedback & Adjustments – If needed, BDA provides recommendations for improvements before approval.

Final Accreditation Decision – Upon successful evaluation, an official approval notification is sent.

Application Review & Course Evaluation Process

- The review process assesses program content, trainer qualifications, and alignment with BDA BoCK™.
- Evaluation typically takes **1-2 weeks**, depending on the volume of applications.
- Training providers may be required to submit additional documentation or clarifications if needed.

Approval, Payment & Official Recognition

- ✓ Once approved, the training provider completes the payment process.
- ✓ Partners receive an official PDP™ Accreditation Certificate.
- ✓ The BDA PDP™ Provider Badge is issued for use in marketing and promotions.
- ✓ Accredited programs are listed on the BDA website.

Section 5: PDP Quality & Compliance Standards

Alignment with BDA BoCK™ Standards

All training programs accredited under the **PDP program** must align with the **BDA BoCK™** (BDA Body of Competency & Knowledge) framework. This ensures:

- A structured approach to business development education
- Coverage of core competencies in strategic growth, sales, marketing, and operations
- A focus on practical, real-world applications for business professionals

Minimum Training Requirements for Accredited Courses

To maintain the integrity of BDA-accredited programs, the following minimum training standards must be met:

Course Duration: Each accredited course must meet a minimum of 6 hours of structured content

Learning Outcomes: Programs must define clear objectives aligned with BDA BoCK™ competencies

Assessment & Evaluation: Courses must include assessments (quizzes, case studies, or exams) to validate participant learning

Certificate: Accredited programs should issue completion certificates bearing the BDA PDP™ badge

Trainer Qualifications & Compliance Policies

To ensure high-quality instruction, all trainers delivering PDP-accredited courses should:

Have a minimum of 5 years of experience in business development or a related field

Hold relevant professional certifications or academic credentials

Participate in BDA's professional development and updates to stay aligned with evolving industry standards

Comply with BDA's ethical guidelines and accreditation policies

Section 6: PDP Badge Usage Guidelines

How to Use the Official BDA PDP™ Badge

Accredited partners receive official authorization to use the **BDA PDP™ Provider Badge**, which serves as a globally recognized mark of quality for professional development programs. The badge can be used on:

- ✓ **Training Certificates** – Issued for BDA-accredited programs to demonstrate official recognition.
- ✓ **Marketing Materials** – Brochures, flyers, social media, and other promotional assets.
- ✓ **Course Websites & Platforms** – To showcase BDA accreditation for prospective learners.
- ✓ **Email Signatures & Official Documents** – Used by instructors and administrative personnel to reinforce credibility.

Partners must adhere to **BDA's branding guidelines** and ensure the badge is used in a professional and appropriate manner.

Restrictions & Compliance on Badge Usage

- ⊘ **Do NOT alter, modify, or distort** the official BDA PDP™ Provider Badge in any way.
- ⊘ **Do NOT use the badge** in a misleading, false, or deceptive manner.
- ⊘ **Do NOT imply full organizational accreditation** – the badge applies only to the **approved training programs** under the PDP agreement.
- ⊘ **Do NOT sublicense or allow third parties** to use the badge without explicit BDA approval.
- ⊘ **If PDP accreditation expires or is revoked**, the badge must be immediately removed from all materials.

Correct Usage Statements

When referring to BDA-accredited programs, use one of the following statements:

"This program is accredited by BDA as part of the PDP initiative."

"Recognized under BDA's Professional Development Provider (PDP) program."

"[Organization Name] is an official BDA PDP Provider, authorized to deliver accredited business development training programs aligned with BDA BoCK."

Section 7: Frequently Asked Questions (FAQs)

Common Questions About PDP Accreditation

1) What is the BDA PDP accreditation?

The BDA Professional Development Provider (PDP™) accreditation is a global recognition for training providers that deliver business development programs aligned with BDA BoCK™ standards.

2) Who is eligible to apply for PDP accreditation?

Eligible applicants include corporate training providers, educational institutions, professional development firms, and independent training consultants who meet BDA's quality standards.

3) How long does the accreditation process take?

The evaluation and approval process typically takes **1-2 weeks**, depending on the volume of applications and the completeness of submitted documents.

4) How many programs can be accredited under PDP?

PDPs can accredit up to 12 programs under the available accreditation tiers. (Every program more than 12 Programs requires another Fees)

5) Is there an annual renewal process for PDP™ accreditation?

Yes, PDP accreditation must be renewed annually to maintain active status. Renewal includes a compliance review and confirmation of continued alignment with BDA BoCK™.

6) Can I use the BDA PDP Badge for all my training programs?

No, the badge can only be used for BDA-approved and accredited training programs. Unauthorized use may result in accreditation suspension.

7) What happens if my accreditation expires?

If accreditation is not renewed, the provider must immediately remove all references to BDA accreditation and cease using the PDP badge.

8) How do I submit my application for PDP accreditation?

Applications must be submitted via email along with required documentation. The BDA team will then review and assess the materials.

Section 8: Contact & Next Steps

How to Apply for PDP Accreditation

Applying for PDP accreditation is a simple process. Follow these steps to begin:

- 1) Complete the PDP Application Form** – Download and fill out the application form with details about your training organization and courses.
- 2) Submit Required Documentation** – Send the completed form along with supporting documents (training materials, course outlines, trainer profiles) to partnerships@bda-global.org.
- 3) Application Review & Evaluation** – The BDA team will assess the submission to ensure alignment with BDA BoCK™ standards.
- 4) Approval & Payment Processing** – Once approved, the provider will receive an invoice for accreditation fees.
- 5) Official Recognition & Badge Issuance** – Accredited partners receive the PDP Certificate and Official BDA PDP Badge.

For assistance during the application process, reach out to our PDP support team.

Support & Contact Information

Email: partnerships@bda-global.org

Website: www.bda-global.org/en/partnerships/pdp

How to Upgrade Your PDP Accreditation

If you wish to accredit additional training programs under your PDP partnership, follow these steps:

Submit an Upgrade Request – Email partnerships@bda-global.org with details for one of the training programs for review.

Program Review & Approval – BDA will assess the courses for BDA BoCK™ alignment.

Fee Adjustment & Payment – Additional accreditation fees may apply based on the selected tier.

Updated Accreditation Certificate Issued – Once approved, you will receive an updated certificate reflecting the new accredited programs.

Renewal & Compliance Queries

Annual Renewal Reminder: Accredited providers will receive a renewal notification **60 days before expiration** with renewal instructions.

Compliance Review: Providers must ensure continued adherence to BDA BoCK™ standards.

Renewal Fee Submission: Payments must be processed before the expiration date to maintain active accreditation.

Policy & Compliance Inquiries: For questions related to PDP compliance, program updates, or renewal policies, contact partnerships@bda-global.org

By following these steps, PDP providers can maintain seamless accreditation, enhance their credibility, and continue benefiting from BDA's global recognition and resources.



BUSINESS
DEVELOPMENT ASSOCIATION

Copyright Notice

© 2025 Business Development Association (BDA). All Rights Reserved.

This document and its contents, including text, graphics, and branding, are the intellectual property of the **Business Development Association (BDA®)**. Unauthorized reproduction, distribution, or modification of this guidebook, in whole or in part, is strictly prohibited without prior written permission from BDA.