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COURSE BROCHURE

Business Matchmaking Service Management Training Course

18 – 22 April 2027
Kuala Lumpur

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Registered in the United Kingdom and Saudi Arabia

Business Matchmaking Service Management Training Course

Ref: 2753_105242 **Date:** 18 – 22 April 2027 **Location:** Kuala Lumpur **Fees:** 4600 GBP

Business Matchmaking Service Management is a 1-week training course for managers of partnership, introduction and two-sided marketplace businesses, and each participant leaves with a drafted Match Service Operating Blueprint. As more trade, mentoring and investment relationships begin through brokered introductions, the quality of each match decides whether both sides return. Jupiter Prime Training treats business matchmaking service management as the craft of earning trust on two sides at once.

Why Business Matchmaking Service Management Matters Now

Three forces shape business matchmaking service management today. Digital directories have made it easy to find counterparts but hard to judge them, so clients pay for curated, vetted introductions rather than lists. Each side of a match service has its own expectations: suppliers want qualified buyers, mentees want relevant mentors, and investors want screened founders. And growth depends on balancing both sides, because a service with many seekers and few providers loses both. Introduction services in trade promotion and professional mentoring that manage matching criteria, vetting and fees well build repeat demand; those that do not see reputations erode after a few poor introductions.

Who Gains Most from Business Matchmaking Service Management

- Managers who own the matching rules and decide which parties are introduced to whom
- Leads of supplier, member or mentor onboarding who screen and vet new participants
- Commercial heads who set membership fees, success fees and sponsorship packages
- Client relationship managers who follow up introductions and handle complaints from either side

A matchmaking unit gains most when its matching, onboarding and commercial leads attend together, since match rules, vetting depth and fees must be set as one design.

Business Matchmaking Service Management Capabilities

Participants learn to run introductions as a repeatable service with measurable match quality on both sides.

- Specify matching criteria and weighting rules for each side — which introductions are proposed
- Design vetting tiers and verification checks proportionate to risk — the trust clients place in each match
- Assess side balance and liquidity across segments — where to recruit next
- Weigh membership, success-fee and sponsorship revenue options — the commercial model sponsors approve
- Build match outcome measures and follow-up routines — service quality reporting to both sides
- Communicate match service rules and dispute steps to participants — fairness perceived by both sides

Key Business Matchmaking Service Management Terms

- Two-sided service — a business that creates value by connecting two distinct groups.
- Network effect — the rise in a service's usefulness to each participant as the other side grows.
- Liquidity — the likelihood that a participant seeking a match finds a suitable counterpart.
- Vetting tier — a defined depth of checks applied to a participant.
- Match acceptance rate — the share of proposed introductions that both parties agree to pursue.
- Success fee — a charge payable only when an introduction leads to an agreed outcome.

Business Matchmaking Service Management Day by Day

Day 1: The Economics of Connection

- Two-Sided Service Map — Who Each Side Is and Why They Join
- Network Effect Diagnosis — Same-Side and Cross-Side Pull on Growth
- Side Balance Review — Which Group to Recruit First
- Match Service Archetypes — Trade, Mentoring, Investment and Partnering Models
- Value Proposition Pairs — Promises Made to Each Side of the Service

Day 2: Matching Criteria and Logic

- Participant Profile Templates — Capturing Needs, Offers and Constraints
- Matching Criteria Weighting — Hard Filters Versus Preference Signals
- Manual Versus Assisted Matching — Where Human Judgement Adds Most
- Match Proposal Briefs — How Introductions Are Framed to Both Parties
- Acceptance and Decline Feedback Loops — Refining Rules After Each Round

Day 3: Trust, Vetting and Fair Rules

- Vetting Tier Design — Depth of Checks Matched to Introduction Risk
- Reference and Credential Verification — Confirming Claims Before Introduction
- Participant Code of Conduct — Expectations Both Sides Sign Up To
- Confidentiality and Consent Rules — Protecting Shared Participant Information
- Dispute and Removal Procedures — Handling Misconduct Without Losing Either Side

Day 4: Revenue Models and Service Quality

- Membership, Success-Fee and Sponsorship Options — Who Pays and When
- Pricing Each Side — Subsidising One Group to Attract the Other
- Match Outcome Measures — Acceptance, Conversion and Repeat Use
- Post-Introduction Follow-Up Routines — Capturing Results and Satisfaction
- Liquidity Dashboards — Spotting Thin Segments Before Clients Leave

Day 5: Practising the Match Service Operating Blueprint

- Side Balance Case Exercise — Applying the Two-Sided Service Map to a Live Service
- Criteria Calibration Round — Applying Weighting Rules to Sample Profiles
- Vetting Scenario Drill — Applying Tier Design to Higher-Risk Participants
- Revenue Model Stress Test — Comparing Fee Options Under Low Liquidity
- Match Service Operating Blueprint — Completing Rules, Checks, Fees and Measures

Applying Business Matchmaking Service Management After the Course

- Recalibrate the matching criteria weighting for one segment using the last round of acceptance and decline feedback.
- Introduce a tiered vetting checklist for new participants on the higher-risk side of the service and track its effect on match acceptance.

Business Matchmaking Service Management Questions FAQ

What is business matchmaking service management, and why does it matter now?

It is the discipline of running a service that introduces buyers to sellers, mentors to mentees or partners to partners. It matters now because clients can find counterparts easily but pay for vetted, relevant introductions they can trust.

Which roles gain most from business matchmaking service management?

Managers who own matching rules gain most, along with onboarding leads, commercial heads and client relationship managers.

How does business matchmaking service management differ from a platform strategy course?

It is more operational. A platform strategy course looks at digital ecosystems and competitive position, while business matchmaking service management concentrates on matching criteria, vetting tiers, fee choices and follow-up routines.

What do you bring back from business matchmaking service management?

You bring back a drafted operating blueprint for your own service. It sets out matching rules, vetting tiers, fee options and match outcome measures.

Business Matchmaking Service Management: The Way Forward

The Match Service Operating Blueprint first informs which segment to recruit and how deeply to vet it. Matching, onboarding and commercial leads use it to keep rules, checks and fees consistent. After its first full round of introductions, revisit the weighting rules and liquidity readings, because the balance between the two sides shifts as the service grows and new segments join.