



course : Business Relationship Management Professional Training (BRMP)

City :	Dubai	Hotel :	Atlantis The Palm
Start Date :	2025-12-22	End Date :	2025-12-26
Duration :	1 Week	Price :	3950 \$



Course Overview

In today's competitive business environment, strong relationships are the most valuable asset an organization can possess. Future growth and prosperity depend on how effectively an enterprise manages relationships with customers, partners, and suppliers. This Business Relationship Management Professional (BRMP) training course equips participants with the knowledge, skills, and tools required to develop, manage, and sustain high-value business relationships from initial engagement to ongoing management.

Course Objectives

By the end of this course, participants will be able to:

Understand why successful business relationships and excellent customer experiences are critical for organizational success.

Gain insight into the customer's mindset and learn to relate effectively.

Develop advanced relationship skills, including building rapport and trust.

Apply processes and strategies to act as a strategic partner, influencing business strategy and demand.

Comprehend value creation, value destruction, and value migration across business models.

Enhance self-awareness and personal motivation to improve relationship management performance.

Target Audience

This course is ideal for professionals responsible for managing key business relationships, including:

Business Relationship Managers

Key Account Managers and Global Account Managers

Sales and Business Development Professionals

Marketing Executives

Methodology

The course employs interactive adult learning techniques to ensure maximum understanding and retention:

Live presentations and facilitated discussions

Case studies and practical workshop exercises

Videos and real-world examples
Tools and templates provided for practical application
End-of-course evaluation to assess knowledge and application

Course Outline

Day One: The Business Relationship Manager

Goals and objectives of a successful BRM
Role and evolving importance of the BRM
Business and supplier demand maturity
Drivers of relationship maturity
Tactics, strategy, and organizational structure for BRMs

Day Two: Strategic Partnerships

Value realization and migration
Demand shaping
Strategic relationship management process
Customer decision-making and buying cycles
Executing mutual relationship contracts

Day Three: Understanding the Business

Understanding the broader business environment
Business models, strategy, and operations
Understanding clients' organizations, culture, and internal politics

Day Four: Portfolio Management & Business Transition

Portfolio management to create enduring value
Managing projects, programs, and portfolios for optimal business value
Governance and portfolio classification schemes
Business transition management and leading change
Creating stakeholder urgency and key factors in change leadership

Day Five: Value, Persuasion, and Communication Skills

Value-centric service delivery
Building rapport and business relationships
Differences between products, services, and brands
Creating compelling value propositions
Influencing and persuasion techniques
Mastering communication skills for effective relationship management



Certificates

Upon successful completion of this training program, participants will be formally awarded a HighPoint Certificate, recognizing their demonstrated knowledge and competencies in the subject matter. This certificate serves as an official testament to their proficiency and commitment to professional development