



## course : Business Relationship Management Professional Training (BRMP)

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|---------------------|------------|-------------------|---------------------------------------------|
| <b>City :</b>       | Riyadh     | <b>Hotel :</b>    | Four Seasons Hotel Riyadh at Kingdom Centre |
| <b>Start Date :</b> | 2025-10-26 | <b>End Date :</b> | 2025-10-30                                  |
| <b>Period :</b>     | 1 Week     | <b>Price :</b>    | 3950 \$                                     |

HighPoint Training and Management Consultancy  
هاي بوينت للتدريب والاستشارات الإدارية

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## 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

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates.  
Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.