HIGH POINT CENTER

course : Business Relationship Management Professional Training (BRMP)

City :	Paris	**Hotel :**	Le Meurice
Start Date :	2025-12-01	**End Date :**	2025-12-05
Period :	1 Week	**Price :**	5950 $

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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 1: 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 2: Strategic Partnerships

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

Day 3: Understanding the Business

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

Day 4: 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 5: 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.