



Management And Leadership

Business Relationship Management Professional (BRMP)

Course Introduction

Business Relationship Management (BRM) has emerged as one of the key strategic business concepts for CIOs, CEOs and leaders looking to establish and maintain a business relationship with their clients based on a thorough understanding of their demands. The goal of the procedure is to identify client's requirement and ensuring that the service provider could meet them when company needs changed over time and in different situations. This training course is designed to provide participants with the essential concepts of the Business Relationship Management and become a profession equip with all the knowledge and skills they need to successfully manage business relationships.

Target Audience

This training course is designed for business owners, managers, and executives seeking to elevate their understanding of how to effectively manage business relationships.

Learning Objectives

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

- Gain the comprehensive the understanding of the characteristics and Processes of World-Class Business Relationship Manager (BRM)
- Explore Portfolio Management disciplines and techniques and how they can be used and applied to create, sustain and maximize realized business value.
- Understand what is meant by business transition management and how value migration and loss can be minimized by successful implementation of change and transformation programmes
- Identify the role of Business Relationship Manager in providing clients with a world-class service, and how to ally compelling value propositions with actual client needs to create compelling, lasting value

- Become an effective and persuasive communicator and enhance advanced communication skills for relationship management.

Course Outline

• 01 Day One

The Business Relationship Manager (BRM)

- The goals and objectives of a successful BRM
- The role of the BRM and its growing importance
- The evolution of the BRM role in response to business and provider forces
- Business and Supplier Demand maturity and its effect on the BRM role
- The drivers of relationship maturity
- The tactics and strategy of the BRM role
- Reporting and organizing structures for Business Relationship Managers.

• 02 Day Two

Strategic Partnerships

- Value Realization and Migration
- Demand Shaping
- The Strategic Relationship Management Process and how to deploy it to strengthen professional relationships
- The Customer's Decision-Making process and buying cycle
- Mutual Relationship contracts and how to execute them

• 03 Day Three

Understanding the Business

- Understanding the wider Business environment
- Business Models
- Strategy
- Understanding Business processes and operations
- Understanding the clients' organisation, culture and internal politics

• 04 Day Four

Portfolio Management & Business Transition

- Portfolio Management as a means of creating enduring value
- Portfolio Management and the product lifecycle
- Optimizing Business value by managing the relationships between Projects Programs and Portfolio Management
- Portfolio Classification schemes and their role in balancing portfolios
- Governance – how processes and structures are used to support Portfolio Management
- Understanding Business Transition Management and the Business Transition Capability Model
- Leading change
- Concepts of Change Leadership
- How to create stakeholder urgency
- Key Factors in managing change, the Cliff Analogy

• 05 Day Five

Value, Persuasion and Communication Skills

- Value-Centric service delivery
- Building Rapport and Business Relationships
- Understanding the differences between Products, Services and Brands and the implications of this on the Business Relationship
- Creating compelling Value propositions
- Influencing and Persuasion skills
- Communications skills Masterclass

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 25, 2025	May 29, 2025	5 days	4250.00 \$	KSA - Riyadh
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 17, 2025	Nov. 21, 2025	5 days	4250.00 \$	Egypt - Cairo

