



SM060: Business Relationship Management Professional Training (BRMP)

Training Description:

The Business Relationship is the most crucial asset an Enterprise has. The future growth and prosperity of any Enterprise is entirely dependent on its Business Relationships, with supplier, with partners and, most important of all, with customers.

This intensive training course will take you through a proven methodology, in line with the tenets of the Business Relationship Management Professional (BRMP) training and will equip your Business Relationship Management professionals with all the knowledge and skills they need to successfully Manage your Business Relationships.

This training course will utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented.

Training Objectives:

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

- ✓ Understand the characteristics and Processes of World-Class Business Relationship Manager (BRM)
- ✓ Learn skills, processes and attributes to enable you to perform not as merely a supplier, but as a strategic partner, contributing to business strategy formulation and shaping business demand for the provider's services
- ✓ Understand 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
- ✓ Understand the BRM role 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, drawing upon advanced communications skills and understanding the Science of Persuasion

Training Designed for:

This course is intended for those professionals who are working as Business Relationship Managers, Key Account Managers, Global Account Managers, Sales professionals, Business Development Professionals and Marketing Executives.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ PRE-TEST
- ❖ Introduction
- ❖ The Business Relationship Manager
 - 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

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

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

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

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

❖ Course Conclusion

❖ POST-TEST and EVALUATION

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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