



Business Relationship Management Professional Training (BRMP)

Skills to Build your Reputation and your Business

► Upcoming Sessions

19-23 Aug 2024	Amsterdam - The Netherlands	\$5,950
11-15 Nov 2024	London - UK	\$5,950
17-21 Feb 2025	Dubai - UAE	\$5,950
18-22 Aug 2025	Amsterdam - The Netherlands	\$5,950
10-14 Nov 2025	London - UK	\$5,950

► Training Details

Training Course Overview

The age-old adage "it's not what you know, it's who you know" is not entirely accurate. In reality, it boils down to who knows you. Building strong reputations, both on a corporate and personal level, is indispensable in the business realm, especially in an era where comparison websites can swiftly diminish even the most esteemed brands to mere commodities. Successful relationships between enterprises and their customers have never been more critical.

In a world where instant comparisons are the norm, business relationships stand out as the most vital asset an enterprise possesses. The future growth and prosperity of any enterprise hinge entirely on its relationships with suppliers, partners, and, most significantly, customers.

Our workshop aims to enhance every facet of your business relationships, from initial meetings to ongoing management. This comprehensive 5-day Anderson course follows a proven methodology aligned with the principles of Business Relationship Management Professional (BRMP) training. It equips your Business Relationship Management professionals with the requisite tools, knowledge, and skills needed to effectively manage your business relationships.

Training Course Objectives

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

- Understand why successful Business relationships and how they create great Customer Experiences, are the most important asset an organisation can possess and why future existence, much less prosperity, depend so totally on them.
- Understand the mind of your customer. The workshop draws upon cutting edge science to understand and explain how the customer's mind works and so how we can relate to it.
- Understand how to develop finely tuned relationship skills, how to build rapport and most importantly, *trust*.
- 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 your enterprise's services.

- ▶ Understand the true meaning of value, how it is created, how it sometimes gets destroyed and how it can migrate from one business model to another.
- ▶ Learn more about yourself and your own personal motivations, become gifted at understanding what is happening inside the customer's mind and your own.

Designed For

This Anderson training course is suitable to a wide range of professionals but will greatly benefit:

- ▶ Business Relationship Managers
- ▶ Key Account Managers
- ▶ Global Account Managers
- ▶ Sales professionals
- ▶ Business Development Professionals
- ▶ Marketing Executives

Learning Methods

To enhance learning we utilize proven adult learning technology and methods that will result in maximum retention and application. This Anderson course draws upon a mixture of;

- ▶ Live presentation
- ▶ Videos
- ▶ Case studies and
- ▶ Facilitated workshop exercises.

Tools will also be explained and used which are created by the Instructor and which will be made available to all attendees. At the end of the course, there will be an hour-long evaluation exam, covering the most important aspects of the course to ensure the learning is embedded and attendees are fully qualified to proceed in their careers as Business Relationship Managers.

▶ Training Details

Day One: 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 affect 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

▶ The Certificate

Anderson Certificate of Completion for delegates who attend and complete the training course

▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

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