Business Relationship Management Professional

Duration: 24 Hours (3 Days)

Overview

The Business Relationship Management Professional (BRMP) course is designed to equip learners with the essential knowledge and skills necessary to foster and improve relationships within a business context. This comprehensive course covers a multitude of topics essential for successful relationship management, such as understanding and developing effective business relationships, Leveraging technology, and managing conflict and change.Through the course's structured modules, participants will learn how to analyze and enhance both customer and professional relationships, develop effective communication strategies, and understand the role of business relationship management in strategic planning and change management. The curriculum also delves into negotiation, conflict resolution, Managing innovation, and Leveraging emerging technologies.Furthermore, the course emphasizes the importance of professional ethics and best practices, ensuring that learners are well-versed in maintaining professionalism across various business interactions. By the end of the course, participants will be able to create and implement a robust business relationship management plan, contributing to organizational success and improved stakeholder engagement.

Audience Profile

The Business Relationship Management Professional course is designed to enhance the strategic and tactical capabilities of relationship managers.

- Target audience for the course includes:
- Business Relationship Managers
- Account Managers
- Customer Success Managers
- Client Services Professionals
- Sales and Business Development Professionals
- Project Managers with client-facing responsibilities
- IT Service Managers
- Marketing Managers
- Corporate Communication Managers
- Supply Chain and Vendor Relationship Managers
- Human Resources Professionals focusing on employee relations
- Consultants and Advisors in Business Strategy and Customer Relations
- Business Analysts
- Change Management Specialists
- Organizational Development Professionals
- Product Managers
- Professionals aiming to improve stakeholder relationships within their organizations
- Executives and Senior Management looking to better align business objectives with customer needs
- Customer Service Managers and Representatives seeking advanced strategies
- Professionals in charge of managing partnerships and alliances

Course Syllabus

Module 1: Introduction to Business Relationship Management

- Module 1: Introduction to Business Relationship Management is an introductory course designed to
- provide an overview of the fundamentals of Business Relationship Management (BRM). It covers topics
- such as the role of BRM in organizations, the BRM lifecycle, and the importance of relationship
- management in business. It also provides an introduction to the BRM Professional Certification program
- and the skills and knowledge required to become a certified BRM Professional.

Lessons

- Understanding the Basics of Business Relationship Management
- Developing Effective Business Relationships
- Building and Maintaining Business Relationships
- Leveraging Technology for Business Relationship Management
- Analyzing and Improving Business Relationships
- Understanding the Impact of Business Relationship Management on Organizational Performance
- Managing Conflict in Business Relationships
- Understanding the Role of Business Relationship Management in Strategic Planning
- Developing Strategies for Effective Business Relationship Management
- Understanding the Role of Business Relationship Management in Change Management

After completing this module, students will be able to:

- Understand the fundamentals of Business Relationship Management (BRM) and its role in driving business value.
- Develop an understanding of the BRM lifecycle and the key activities associated with each stage.
- Identify the key stakeholders and their roles in the BRM process.
- Develop the skills to effectively manage relationships with internal and external customers.

Module 2: Building and Maintaining Business Relationships

- Module 2: Building and Maintaining Business Relationships is a module in the Business Relationship
- Management Professional course that focuses on developing and maintaining successful business
- relationships. It covers topics such as communication, trust, negotiation, and conflict resolution. It also
- provides strategies for building and maintaining relationships with customers, suppliers, and other
- stakeholders.

Lessons

- Understanding the Basics of Business Relationship Management
- Developing and Maintaining Professional Relationships
- Establishing and Managing Expectations
- Conflict Resolution Strategies

- Effective Communication Techniques
- Leveraging Technology for Business Relationship Management
- Building Trust and Rapport
- Negotiation Skills for Business Relationship Management
- Understanding Cultural Differences in Business Relationships
- Developing Strategies for Long-Term Business Relationships

After completing this module, students will be able to:

- Develop effective communication strategies to build and maintain business relationships.
- Utilize interpersonal skills to foster trust and collaboration with business partners.
- Identify and address potential conflicts in business relationships.
- Develop strategies to manage and resolve disputes in business relationships.

Module 3: Understanding the Customer Journey

- Module 3: Understanding the Customer Journey is a module in the Business Relationship Management
- Professional course that focuses on helping professionals understand the customer journey and how to
- use it to create better customer experiences. It covers topics such as customer segmentation, customer
- journey mapping, customer journey analytics, and customer journey optimization. It also provides
- practical tools and techniques to help professionals create and optimize customer journeys.

Lessons

- Identifying and Analyzing Customer Needs
- Developing and Implementing Customer Relationship Strategies
- Measuring and Evaluating Customer Satisfaction
- Leveraging Technology to Enhance the Customer Experience
- Building and Maintaining Customer Loyalty
- Understanding the Impact of Social Media on the Customer Journey
- Creating a Customer-Centric Culture
- Developing a Customer-Centric Organization
- Managing Customer Relationships Across Channels
- Analyzing and Improving the Customer Journey

After completing this module, students will be able to:

- Identify customer needs and preferences through customer journey mapping.
- Develop strategies to improve customer experience and engagement.
- Utilize customer journey data to inform product and service development.
- Analyze customer feedback to identify areas of improvement

Module 4: Developing Effective Communication Strategies

- Module 4 of the Business Relationship Management Professional course focuses on developing effective
- communication strategies. It covers topics such as understanding communication styles, developing

- effective communication plans, and using communication tools to build relationships. The module also
- provides practical tips and techniques to help professionals create effective communication strategies
- that will help them build strong relationships with their clients.

Lessons

- Understanding the Basics of Business Relationship Management
- Establishing Effective Communication Strategies
- Building and Maintaining Professional Relationships
- Utilizing Technology to Enhance Communication
- Crafting Effective Messages for Different Audiences
- Managing Conflict and Difficult Conversations
- Developing Listening Skills for Improved Communication
- Understanding Cultural Differences in Communication
- Leveraging Social Media for Business Relationship Management
- Analyzing and Evaluating Communication Strategies

After completing this module, students will be able to:

- Understand the importance of effective communication in business relationships.
- Develop strategies to effectively communicate with customers, colleagues, and other stakeholders.
- Utilize various communication tools and techniques to ensure successful business relationships.
- Analyze and evaluate communication strategies to ensure they are effective and appropriate for the situation.

Module 5: Negotiation and Conflict Resolution

- Module 5 of the Business Relationship Management Professional course focuses on Negotiation and
- Conflict Resolution. It provides an overview of the different types of negotiation and conflict resolution
- strategies, as well as the tools and techniques used to effectively manage and resolve conflicts. It also
- covers the importance of communication and collaboration in successful negotiations and conflict resolution.

Lessons

- Understanding the Dynamics of Negotiation
- Analyzing Conflict and Negotiation Styles
- Developing Effective Negotiation Strategies
- Building and Maintaining Positive Business Relationships
- Resolving Conflict Through Negotiation
- Leveraging Negotiation Tactics to Achieve Win-Win Outcomes
- Managing Difficult Negotiations
- Understanding the Impact of Cultural Differences on Negotiation
- Applying Conflict Resolution Techniques
- Developing Conflict Resolution Plans

After completing this module, students will be able to:

- Develop effective strategies for resolving conflicts in the workplace.
- Understand the dynamics of negotiation and how to use them to reach mutually beneficial agreements.
- Utilize effective communication techniques to build trust and foster collaboration.
- Identify and manage potential sources of conflict in business relationships.

Module 6: Managing Change and Innovation

- Module 6 of the Business Relationship Management Professional course focuses on managing change
- and innovation. It covers topics such as understanding the dynamics of change, developing strategies for
- successful change management, and creating an environment that encourages innovation. The module
- also provides practical tools and techniques to help organizations manage change and foster innovation.

Lessons

- Understanding the Impact of Change on Business Relationships
- Developing Strategies for Managing Change in Business Relationships
- Implementing Change in Business Relationships
- Evaluating the Effectiveness of Change in Business Relationships
- Leveraging Innovation to Enhance Business Relationships
- Identifying Opportunities for Innovation in Business Relationships
- Developing Strategies for Implementing Innovation in Business Relationships
- Assessing the Impact of Innovation on Business Relationships
- Managing Resistance to Change and Innovation in Business Relationships
- Developing Change and Innovation Plans for Business Relationships

After completing this module, students will be able to:

- Develop an understanding of the principles of change management and how to apply them to business situations.
- Identify and analyze the factors that drive change in an organization.
- Develop strategies to manage and lead change initiatives.
- Utilize tools and techniques to measure the success of change initiatives.

Module 7: Leveraging Technology for Business Relationship Management

- Module 7 of the Business Relationship Management Professional course focuses on leveraging
- technology to build and maintain successful business relationships. It covers topics such as customer
- relationship management (CRM) systems, social media, and other digital tools to help professionals
- create and maintain relationships with customers, partners, and other stakeholders. It also provides
- guidance on how to use technology to measure and analyze customer data to improve customer experience and loyalty.

Lessons

- Understanding the Benefits of Technology for Business Relationship Management
- Developing Strategies for Leveraging Technology in Business Relationship Management
- Utilizing Social Media for Business Relationship Management
- Automating Business Relationship Management Processes
- Analyzing Data for Business Relationship Management
- Implementing Technology Solutions for Business Relationship Management
- Integrating Technology into Business Relationship Management
- Evaluating Technology Solutions for Business Relationship Management
- Managing Technology for Business Relationship Management
- Exploring Emerging Technologies for Business Relationship Management

After completing this module, students will be able to:

- Understand the importance of leveraging technology for business relationship management.
- Identify the various types of technology available for business relationship management.
- Develop strategies for using technology to improve customer relationships.
- Utilize technology to create and maintain customer loyalty

Module 8: Analyzing and Measuring Business Relationships

- Module 8 of the Business Relationship Management Professional course focuses on analyzing and
- measuring business relationships. It covers topics such as understanding the importance of relationship
- analysis, developing metrics to measure relationships, and using data to inform decisions. The module
- also provides practical tools and techniques to help professionals assess and improve their business relationships.

Lessons

- Understanding the Benefits of Business Relationship Management
- Developing Strategies for Building and Maintaining Business Relationships
- Analyzing and Measuring Business Relationships
- Leveraging Technology to Enhance Business Relationships
- Managing Conflict in Business Relationships
- Understanding the Impact of Cultural Differences on Business Relationships
- Developing Effective Communication Strategies for Business Relationships
- Creating and Implementing Business Relationship Management Plans
- Evaluating and Improving Business Relationships
- Understanding the Role of Business Relationship Management in Organizational Success

After completing this module, students will be able to:

- Understand the importance of analyzing and measuring business relationships to identify areas of improvement.
- Develop strategies to improve customer relationships and increase customer loyalty.
- Utilize data analysis techniques to identify trends and patterns in customer behavior.

- Implement customer relationship management (CRM) systems to track customer interactions and measure customer satisfaction.

Module 9: Developing a Business Relationship Management Plan

- Module 9 of the Business Relationship Management Professional course focuses on developing a
- comprehensive plan for managing business relationships. It covers topics such as identifying key
- stakeholders, developing strategies for building relationships, and creating a plan for monitoring and
- evaluating progress. The module also provides guidance on how to use technology to support the plan and how to measure success.

Lessons

- Understanding the Benefits of Business Relationship Management
- Establishing Goals and Objectives for Business Relationship Management
- Identifying and Analyzing Stakeholders
- Developing a Business Relationship Management Plan
- Implementing and Monitoring the Business Relationship Management Plan
- Evaluating and Improving the Business Relationship Management Plan
- Leveraging Technology to Enhance Business Relationship Management
- Managing Conflict in Business Relationships
- Building and Maintaining Effective Business Relationships
- Understanding the Impact of Cultural Differences on Business Relationships

After completing this module, students will be able to:

- Understand the importance of developing a Business Relationship Management (BRM) plan.
- Identify the key components of a BRM plan.
- Develop a comprehensive BRM plan that meets the needs of the organization.
- Implement the BRM plan and monitor its effectiveness.

Module 10: Professional Ethics and Best Practices

- Module 10 of the Business Relationship Management Professional course focuses on professional ethics
- and best practices. It covers topics such as ethical decision-making, codes of conduct, and the
- importance of maintaining professional relationships. It also provides guidance on how to handle difficult
- situations and how to ensure that all parties involved in a business relationship are treated fairly and with respect.

Lessons

- Understanding Professional Ethics and Best Practices
- Developing Professional Boundaries
- Establishing Professional Relationships
- Maintaining Professionalism in the Workplace
- Understanding the Impact of Professionalism on Business Relationships
- Understanding the Role of Professionalism in Business Relationship Management
- Understanding the Benefits of Professionalism in Business Relationships

- Understanding the Role of Professionalism in Conflict Resolution
- Understanding the Role of Professionalism in Negotiation
- Understanding the Role of Professionalism in Customer Service

After completing this module, students will be able to:

- Understand the importance of ethical behavior in business relationships.
- Develop an understanding of the legal and ethical implications of business relationships.
- Develop the ability to identify and address ethical dilemmas in business relationships.
- Develop the ability to apply best practices to ensure ethical business relationships.