



Business Management Essentials: From Operations to Strategic Oversight

Duration: 5 Days

Language: en

Course Code: MG2-110

Objective

Upon completion of this course, participants will be able to:

- Clearly define the role of Professional Business Relationship Manager (BRM)
- Understand the processes and characteristics needed in BRM
- Learn the attributes and techniques required to become a strategic partner
- Contribute to strategy formation and respond to business demand
- Familiarise with the disciplines of portfolio management
- Apply them to create, maximise and sustain business value
- Familiarise with the term business transition management

- Use change and transformation programmes to minimise loss and value migration
- Understand how BRM provides world-class service to clients
- Be confident in modelling compelling value propositions
- Generate effective and lasting value using client need
- Understand the mindset of the customer and relate to it
- Communicate in a persuasive and effective manner
- Learn advanced communication skills
- Familiarise with the Science of Persuasion
- Build relationships, trust and customer experiences
- Look introspectively at your motivations and use this to understand your clients.

Audience

This course is intended for:

- Business Development Professionals
- Business Relationship Managers
- Global Account Managers
- Key Account Managers
- Marketing Executives
- Sales professionals
- Anyone looking to upskill to improve job prospects

Training Methodology

Teaching takes place in various settings, including face-to-face classroom teaching. It will ensure that participants can expand their knowledge of the subject and increase their skill set. The course is delivered via various methods by a specialist tutor. This will include PowerPoint presentations, reviewing articles and other relevant materials, group or individual exercises and discussions. There may be some independent work set, and the course will require submitting articles to demonstrate understanding and an end-of-course test. Note-taking is encouraged, and you are welcome to use electronic devices.

The course manual will form part of the learning but will give you references for the future. You are encouraged to ask questions and, if needed, spend time one-on-one with your tutor to review any issues. You can network with peers in similar roles during your time in the classroom.

Summary

Building business relationships is vital no matter what industry you are in. It secures the prosperity and future growth of every company. The difference between thriving and failure is understanding and building good relationships with your partners, suppliers, and customers.

Many large contracts have been won on the concept of good reputation and trust. Whether you have established relationships or are forging new ones, how you do this builds a picture used to decide how well you will be able to work with the customer, supplier, or partner, so it is essential to make it good.

As part of this course, delegates will learn and use the proven methodology that has been shown to garner excellent and robust relationships. Business relationship management professionals need to have an armoury of skills and knowledge to ensure that they present the business in a good light and secure relationships of trust and prosperity.

Course Content & Outline

Section 1: What is a Business Relationship Manager?

- BRM: Understanding the objectives and goals to be successful
- Why BRM is a vitally important role and how it is still growing
- How provider and business forces evolve the role of BRM
- How BRM is affected by the maturity of business and supplier demand
- What drives the relationship maturity process?
- Learning the strategy and tactics of BRM
- BRM: Understanding the organisational structure and reporting

Section 2: Understanding Strategic Partnerships

- How to understand migration and value realisation
- The concept of demand shaping
- What is the Strategic Relationship Management Process
- Deploying SRMP to help strengthen and build professional relationships
- What is the Customer Decision-Making process and how does it relate to the buying cycle?
- How can we segment customers meaningfully to create value propositions that resonate

with them?

- Understanding and executing Mutual Relationship Contracts

Section 3: Why Business Understanding is Vital

- How your business fits into the environment on a broader scale
- What is a business model, and why is it important
- Using strategy in business
- The importance of understanding operations and processes in a business
- Transferring this understanding to the client organisation
- Understanding the internal politics and culture of your clients
- Working with marketing and sales resources to optimise the business development

Section 4: Business Transition and Portfolio Management

- Understanding portfolio management
- Using your knowledge to create enduring value
- How does the product lifestyle relate to portfolio management?
- The relationship between portfolio management and project programs
- How to optimise the value of the business using this understanding
- Balancing portfolios and portfolio classification schemes
- Portfolio management governance using structures and processes
- What is Business Transition Management
- Using the Business Transition Capability Model
- What is change leadership
- The importance of generating stakeholder urgency
- The Cliff Analogy for Managing Change

Section 5: Communication Skills, Value and Persuasion

- How to create a delivery in value-centric service
- How to build successful business relationships and rapport
- Definition and differences between products, services and brands
- How these related to the business relationship
- How to compel and influence with value propositions
- Learning the skills of persuasion and influence
- A masterclass in communication skills

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique

Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

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