

ADVANCED RELATIONSHIP MANAGEMENT

COURSE OVERVIEW

The Advanced Relationship Management course is designed to provide participants with a comprehensive understanding of the strategies and techniques required to effectively manage complex business relationships. The course focuses on developing advanced skills in stakeholder engagement, conflict resolution, and strategic alliance management.

TARGET COMPETENCIES

- Effective Stakeholder Engagement
- Conflict Resolution Strategies
- Collaborative Partnership Development
- Relationship Risk Assessment
- Interpersonal Communication Techniques
- Negotiation and Influencing Skills

COURSE OBJECTIVES

By completely attending this course, participants will learn how to:

- Analyze stakeholder needs and expectations to build trust and strengthen relationships.
- Implement conflict resolution strategies to effectively manage differences and maintain productive partnerships.
- Develop collaborative partnership models to drive mutual value creation.
- Assess relationship risks and implement mitigation strategies to ensure long-term sustainability.
- Apply advanced interpersonal communication techniques to enhance engagement and influence stakeholders.
- Utilize negotiation skills to achieve win-win outcomes in complex business relationships.
- Develop a personalized action plan to apply the learning in their workplace.

TARGET AUDIENCE

Ideal for relationship managers, business development professionals, client service leaders, and strategic partnership managers seeking expertise in stakeholder engagement, conflict resolution, and strategic alliances.

To register or for complete course information

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COURSE METHODOLOGY

The course incorporates brief presentations, real-life examples, theory application, and interactive exercises to build advanced relationship management skills through practical engagement and collaborative learning.

COURSE OUTLINE

EFFECTIVE STAKEHOLDER ENGAGEMENT

- Stakeholder mapping and analysis.
- stakeholder interests and expectations management.
- Building trust and rapport with stakeholders.
- Effective communication strategies.
- Continuously monitoring and adapting to stakeholder needs.

CONFLICT RESOLUTION STRATEGIES

- Understanding the sources of conflict in business relationships.
- Applying a structured approach to conflict resolution.
- Techniques for effective negotiation and compromise.
- Fostering a collaborative mindset to resolve differences.
- Maintaining positive relationships during and after conflict resolution.

COLLABORATIVE PARTNERSHIP DEVELOPMENT

- Identifying potential collaborative partners.
- Establishing a shared vision and mutual objectives.
- Developing collaborative governance structures.
- Fostering a culture of trust and transparency.
- Continuous monitoring and adjustment of the partnership.

RELATIONSHIP RISK ASSESSMENT

- Identifying and assessing relationship risks.
- Developing risk mitigation strategies.
- Implementing early warning systems.
- Contingency planning for relationship challenges.
- Continuously reviewing and updating risk assessments.

INTERPERSONAL COMMUNICATION TECHNIQUES

- Active listening and empathy skills.
- Verbal and non-verbal communication strategies.
- Giving and receiving feedback effectively.
- Adapting communication style to different stakeholders.
- Fostering open and transparent communication.

NEGOTIATION AND INFLUENCING SKILLS

- Preparing for successful negotiations.
- Applying various negotiation strategies and tactics.
- Influencing stakeholders through persuasion and consensus-building.
- Managing difficult negotiations and reaching win-win outcomes.
- Maintaining positive relationships during and after negotiations.