



Consulting and Training | Reach New Heights

Course Name

Business Relationship Management Professional (BRMP)

Sector Name

Management And Leadership

Document Type

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Business Relationship Management Professional (BRMP)

Course Introduction

The Business Relationship Management Professional (BRMP) course is designed to help professionals develop the skills required to build strong relationships between business units and IT or service providers. Effective business relationship management plays a critical role in ensuring that organizational strategies align with business needs and deliver measurable value.

This course explores key concepts of business relationship management, including stakeholder engagement, strategic alignment, value delivery, communication strategies, and collaboration between business and technology teams. Participants will gain practical insights into how BRM professionals bridge the gap between organizational objectives and service delivery.

By completing the Business Relationship Management Professional (BRMP) course, participants will learn how to strengthen partnerships, improve communication across departments, and drive business value through effective relationship management practices. This course is ideal for business managers, IT leaders, project managers, service managers, and professionals responsible for managing strategic business relationships

Business Relationship Management Professional (BRMP)

Target Audience

This training course is designed for business owners, managers, and executives seeking to elevate their understanding of how to effectively manage business relationships.

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Business Relationship Management Professional (BRMP)

Learning Objectives

- ✓ Gain a comprehensive understanding of the characteristics and Processes of a World-Class Business Relationship Manager (BRM)
- ✓ Explore 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 the successful implementation of change and transformation programmes
- ✓ Identify the role of Business Relationship Manager in providing clients with a world-class service, and how to align compelling value propositions with actual client needs to create compelling, lasting value
- ✓ Become an effective and persuasive communicator and enhance advanced communication skills for relationship management.

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Business Relationship Management Professional (BRMP)

Course Outline

✓ **01 Day One**

The Business Relationship Manager (BRM)

- ✓ 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.

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Course Outline

✓ 02 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

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Course Outline

✓ **03 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

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Course Outline

✓ 04 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

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Course Outline

✓ 05 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

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 8, 2026	June 12, 2026	5 days	4250.00 \$	UAE , Dubai
Jan. 18, 2027	Jan. 22, 2027	5 days	5950.00 \$	USA , Texas
Nov. 22, 2026	Nov. 26, 2026	5 days	4250.00 \$	Egypt , Cairo
Sept. 28, 2026	Oct. 2, 2026	5 days	4250.00 \$	UAE , Dubai

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