



Consulting and Training | Reach New Heights

Course Name

Certificate in Relationship Management (CertRM)

Sector Name

Project & Contract Management

Document Type

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Certificate in Relationship Management (CertRM)

Course Introduction

In today's relationship-driven business environment, professionals across all industries must go beyond technical performance and learn to build, maintain, and grow strong, strategic relationships with clients, partners, and stakeholders.

This **5-day** program prepares participants by equipping them with the essential knowledge, tools, and practical skills to lead successful business relationships.

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Target Audience

- ✓ Mid- to Senior-Level Professionals
- ✓ Business Development and Sales Professionals
- ✓ Project Managers and Team Leaders
- ✓ Client Relationship Managers and Account Executives

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Learning Objectives

- ✓ Understand the foundations of client relationship management and its strategic value.
- ✓ Apply stakeholder mapping and segmentation techniques.
- ✓ Communicate effectively in diverse, high-stakes business environments.
- ✓ Create value through trust, credibility, and influence.
- ✓ Develop, manage, and grow client portfolios strategically.
- ✓ Handle conflict and recover relationships after service failures.
- ✓ Build relationship plans that support business growth and long-term partnerships.

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Course Outline

✓ DAY 01

The Foundations of Relationship Management

- ✓ What is relationship management?
- ✓ Strategic vs. transactional relationships
- ✓ The cost of churn vs. the value of retention
- ✓ The RM lifecycle: attract → retain → grow
- ✓ Emotional intelligence and client empathy
- ✓ **Activity:** Self-assessment of current relationship skills

Stakeholder Mapping & Client Segmentation

- ✓ Internal vs. external stakeholders
- ✓ Power-interest matrix and influence analysis
- ✓ Client segmentation by value, behavior, and potential
- ✓ Identifying key accounts and decision-makers
- ✓ **Practical application:** Build a stakeholder map for a current client or partner

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Course Outline

✓ Day 02

Building Trust & Credibility

- ✓ Trust-building behaviors: consistency, transparency, reliability
- ✓ Establishing rapport in virtual and face-to-face settings
- ✓ The credibility formula: competence + character + communication
- ✓ Active listening and empathy in RM
- ✓ **Roleplay:** Discovery call with a new client

Communication for Influence & Collaboration

- ✓ Tailoring communication styles (DISC, MBTI awareness)
- ✓ Navigating difficult conversations
- ✓ Influence tactics: logic, emotion, social proof, authority
- ✓ Strategic questioning and reframing
- ✓ **Activity:** Handle a client objection or resistance

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Course Outline

✓ Day 03

Relationship Planning & Goal Setting

- ✓ Account planning models (e.g., KAM, GRPI, OKRs)
- ✓ Setting SMART relationship goals
- ✓ Identifying cross-sell, up-sell, and referral opportunities
- ✓ Action plans and check-in rhythm
- ✓ **Workshop:** Draft a 6-month relationship development plan

Value Creation & Co-Creation

- ✓ Defining value from the client's point of view
- ✓ From service provider to strategic partner
- ✓ Co-creation frameworks: joint problem-solving and innovation
- ✓ Using feedback loops and VOC (voice of the customer)
- ✓ **Practical Application:** Map value exchange in one client relationship

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Course Outline

✓ Day 04

Conflict Management & Service Recovery

- ✓ Common sources of conflict in relationships
- ✓ De-escalation techniques and preserving relationships
- ✓ Handling complaints and difficult feedback
- ✓ Turning service failure into a recovery opportunity
- ✓ **Practical Application:** Role-Playing Activity.

Metrics, Performance & Portfolio Management

- ✓ Measuring relationship health: NPS, CSAT, retention rate
- ✓ Relationship dashboards and red flags
- ✓ Managing multiple accounts and priorities
- ✓ Automating relationship workflows (CRM systems overview)
- ✓ **Group Task:** Design a basic client performance scorecard

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Course Outline

✓ Day 05

Relationship Management in a Digital World

- ✓ Building trust remotely (email, video, messaging)
- ✓ Leveraging social platforms and digital tools (LinkedIn, CRM)
- ✓ Ethical boundaries and digital etiquette
- ✓ Future of RM: AI, personalization, and hybrid models
- ✓ Practical application: Create a digital engagement strategy for a client

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 15, 2026	June 19, 2026	5 days	4250.00 \$	UAE , Dubai
March 29, 2027	April 2, 2027	5 days	4950.00 \$	England , London
Aug. 17, 2026	Aug. 21, 2026	5 days	4250.00 \$	UAE , Dubai
Nov. 23, 2026	Nov. 27, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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