

Relationship Management in Business

Berlin (Germany)
15 - 19 December 2025



www.blackbird-training.com



Relationship Management in Business

Code: PS28 From: 15 - 19 December 2025 City: Berlin (Germany) Fees: 4200 Pound

Introduction

This course is designed to equip participants with the essential skills and strategies needed to build, manage, and sustain strong professional relationships in today dynamic business environment.

Effective relationship management is a critical driver of customer retention, stakeholder engagement, cross-functional collaboration, and long-term organizational success.

Through a blend of core concepts, interpersonal communication tools, and practical case studies, participants will learn how to build trust, apply emotional intelligence, manage conflict professionally, and develop strategic, long-term relationships that align with business goals.

Course Objectives

By the end of this training, participants will be able to:

- Understand the fundamentals and strategic importance of relationship management in business.
- Apply interpersonal communication techniques to build trust and rapport.
- Manage both internal and external relationships more effectively.
- Handle conflict and difficult interactions with professionalism and empathy.
- · Develop long-term relationship strategies that support organizational growth and success.

Course Outlines

Day 1: Foundations of Relationship Management

- Introduction to business relationship management
- The role of emotional intelligence in professional relationships
- Identifying key stakeholders and relationship mapping
- Core principles of trust-building in business
- The influence of culture and personality on relationship dynamics

Day 2: Communication and Influence

- Principles of effective business communication
- Techniques for active listening and empathy
- The role of verbal and non-verbal cues in relationship building
- Influencing without authority: how to lead through impact
- · Adapting communication styles for different stakeholders

Day 3: Customer and Client Relationship Management

- · Understanding customer expectations and behavior
- Strategies to enhance client satisfaction and loyalty





- Managing difficult customer interactions and service recovery
- Overview of CRM tools and digital platforms
- · Case studies on successful client relationship management

Day 4: Internal Relationship Management

- Enhancing collaboration and teamwork across departments
- Managing relationships upward, downward, and laterally within the organization
- Building rapport with internal stakeholders
- · Conflict resolution and negotiation strategies
- Creating a relationship-driven organizational culture

Day 5: Strategic Relationship Planning and Sustainability

- Developing long-term relationship strategies
- · Monitoring and evaluating relationship effectiveness
- Ethics and professionalism in relationship management
- Networking and engaging stakeholders meaningfully
- · Action planning: applying course strategies in real-world roles

Why Attend This Course? Wins & Losses!

- · Gain high-impact communication and interpersonal skills
- Improve your ability to build trust and resolve conflicts professionally
- Strengthen internal collaboration and external client relations
- Position yourself as a relationship-focused leader within your organization
- Leverage CRM tools and stakeholder engagement techniques effectively

Conclusion

In today is competitive business landscape, relationship management is more than a soft skill it's a strategic advantage. This course provides participants with the tools and mindset needed to build lasting, meaningful professional relationships that directly impact business success.

By mastering the principles of emotional intelligence, stakeholder engagement, and communication, participants will be well-positioned to foster loyalty, enhance collaboration, and lead with influence.

Start building the kind of relationships that move peoplelland organizationsliforward.





Blackbird Training Cities

EUROPE



Malaga (Spain)



Sarajevo (BiH)



Cascais (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France) (Sweden)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Stockholm



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



Rotterdam (Netherlands)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens(Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)





Blackbird Training Cities

USA & CANADA



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)

Toronto (Canada)

ASIA



Baku (Azerbaijan) (Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh(KSA)



Melbourne (Australia) (Malaysia)



Phuket (Thailand)



Shanghai (China)



Abu Dhabi (UAE)



Dubai (UAE)



Kuala Lumpur



Kuwait City (Kuwait)



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)





Blackbird Training Cities

AFRICA







Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)





Blackbird Training Clients



ANNAI Trading Company WLL, Qatar



Alumina Corporation Guinea



Netherlands



Oxfam GB International Organization, Yemen



Capital Markets Authority, **Kuwait**



Nigeria



National Bank (ONB), **Qatar**



Qatar Foundation, **Qatar**



AFRICAN UNION ADVISORY BOARD ON CORRUPTION, Tanzania



Kuwait



Reserve Bar Malawi, **Malawi**



Nigeria



Ministry of Interior, KSA



Mabruk Oil Company **Libya**



Saudi Electricity



BADAN PENGELOLA KEUANGAN Haji, Indonesia



Italy



ENI CORPORATE UNIVERSITY, Italy



Kuwait



General Organization for Social Insurance ral C. Social Insu KSA



Nigeria



National Industries Group (Holding), **Kuwait**



Hamad Medical Corporation, Qatar



USAID **Pakistan**



STC Solutions, **KSA**



North Oil company,



EKO Electricity



Oman Broadband



UN.









Blackbird Training Categories

Management & Admin

Entertainment & Leisure

Professional Skills

Finance, Accounting, Budgeting

Media & Public Relations

Project Management

Human Resources

Audit & Quality Assurance

Marketing, Sales, Customer Service

Secretary & Admin

Supply Chain & Logistics

Management & Leadership

Agile and Elevation

Technical Courses

Artificial Intelligence (AI)

Sustainability, ESG & Corporate Responsibility

Hospital Management

Public Sector

Special Workshops

Oil & Gas Engineering

Telecom Engineering

IT & IT Engineering

Health & Safety

Law and Contract Management

Customs & Safety

Aviation

C-Suite Training

