



*Training Course:
Business Relation Coordination*

*15 - 19 September 2025
Casablanca (Morocco)
New Hotel*

Training Course: Business Relation Coordination

Training Course code: MA1939 From: 15 - 19 September 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction:

The Business Relation Coordination training program is designed to enhance participants' skills in building and managing successful business relationships. This program will provide practical strategies and tools to establish effective communication, foster collaboration, and strengthen partnerships within a business environment. Participants will learn key techniques to navigate complex relationships, resolve conflicts, and drive mutually beneficial outcomes.

Objectives:

- Understand the importance of business relationship coordination in achieving organizational goals.
- Develop effective communication skills for building and maintaining strong business relationships.
- Learn strategies to identify and leverage key stakeholders within the business ecosystem.
- Enhance negotiation and conflict resolution skills to manage challenges in business relationships.
- Apply techniques for establishing trust, credibility, and rapport with clients, suppliers, and partners.
- Gain insights into cultural intelligence and adaptability in diverse business environments.
- Develop a personalized action plan for ongoing improvement in business relationship coordination.

Target Audience:

This training program is suitable for professionals across various industries who are involved in managing and coordinating business relationships. It is beneficial for business development managers, account managers, sales representatives, project managers, and any individuals responsible for establishing and maintaining business partnerships.

Outlines:

Day 1:

Building Strong Foundations

- Introduction to business relationship coordination
- Importance of effective business relationships for organizational success
- Understanding different types of business relationships

- Assessing current relationship management practices
- Developing a personal commitment to enhancing business relations

Day 2:

Effective Communication and Collaboration

- Enhancing communication skills for effective relationship building
- Active listening techniques and empathetic communication
- Nonverbal communication and its impact on relationships
- Collaborative problem-solving and decision-making
- Building a culture of trust and transparency

Day 3:

Stakeholder Identification and Engagement

- Identifying key stakeholders and their roles in the business ecosystem
- Stakeholder mapping and analysis techniques
- Strategies for engaging and influencing stakeholders
- Leveraging networks and connections for business growth
- Effective communication strategies for different stakeholder groups

Day 4:

Negotiation, Conflict Resolution, and Persuasion

- Principles of effective negotiation in business relationships
- Strategies for managing conflicts and resolving disputes
- Win-win negotiation techniques for mutually beneficial outcomes
- Overcoming resistance and objections through persuasive communication
- Building resilience and maintaining relationships during challenging times

Day 5:

Cultural Intelligence and Continuous Improvement

- Cultural intelligence and its importance in global business relations
- Adapting to diverse cultural norms and practices
- Strategies for managing cross-cultural communication challenges
- Developing a personal action plan for ongoing improvement
- Reviewing key takeaways and concluding the training program

Registration form on the Training Course: Business Relation Coordination

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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