



*Training Course:  
Business Relation Coordination*

*15 - 19 June 2026  
Casablanca (Morocco)*

## Training Course: Business Relation Coordination

Training Course code: MA1939 From: 15 - 19 June 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

### Introduction

The Business Relation Coordination program enhances participants' ability to build and manage successful business relationships. It provides practical strategies to establish effective communication, foster collaboration, resolve conflicts, and drive mutually beneficial outcomes in complex business environments.

### Objectives

Participants will learn to:

- Understand the importance of business relationship coordination for organizational success
- Develop effective communication and collaboration skills
- Identify and engage key stakeholders
- Enhance negotiation and conflict resolution capabilities
- Build trust, credibility, and rapport with clients, suppliers, and partners
- Apply cultural intelligence in diverse business settings
- Create a personal action plan for continuous improvement

### Target Audience

This program is suitable for:

- Business development managers
- Account managers and sales representatives
- Project managers
- Professionals responsible for establishing and maintaining business partnerships

### Program Outline

#### Day 1 - Building Strong Foundations

- Introduction to business relationship coordination
- Importance of effective relationships for organizational success
- Types of business relationships and current practices
- Personal commitment to improving relationships

#### Day 2 - Effective Communication and Collaboration

- Enhancing communication skills
- Active listening and empathetic communication
- Nonverbal communication and collaborative decision-making
- Building trust and transparency

#### Day 3 - Stakeholder Identification and Engagement

- Identifying key stakeholders and mapping their roles
- Strategies for engaging and influencing stakeholders
- Leveraging networks for business growth
- Effective communication with diverse stakeholder groups

#### Day 4 - Negotiation, Conflict Resolution, and Persuasion

- Principles of effective negotiation
- Conflict management and dispute resolution
- Win-win negotiation techniques
- Persuasive communication and maintaining relationships under pressure

#### Day 5 - Cultural Intelligence and Continuous Improvement

- Understanding cultural intelligence in global business
- Adapting to diverse cultural norms
- Managing cross-cultural communication challenges
- Developing a personal action plan for continuous improvement
- Review of key takeaways and program conclusion

## 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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
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### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

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registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
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to: Global Horizon  
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