



*Training Course:
Business Relation Coordination*

*17 - 21 May 2027
Casablanca (Morocco)*

Training Course: Business Relation Coordination

Training Course code: MA1939 From: 17 - 21 May 2027 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

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Payment Method

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