MERCURY

Communication and Relationship Management Skills

12 – 16 September 2027
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Communication and Relationship Management Skills

Ref: 15554_314653 **Date:** 12 – 16 September 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction:

This communication and relationship management skills course relies on active participation as a core activity. It uses business scenarios and case studies to impart critical knowledge and skills about successful communication and relationship management. It also uses interactive techniques, such as brief participant presentations, different role-plays, practical team and individual exercises, and self-evaluations.

In the modern business environment, effective relationship management skills encompassing emotional intelligence and strong communication strategies are integral to professional success. Understanding the importance of communication in customer relationship management can make or break business relationships and deals. This module will enhance communication and relationship management skills training with practical insights for immediate application.

Participants will explore the facets of customer relationship management communication and the importance of nuanced interactions for a robust relationship network. They will learn what effective relationship management skills entail and develop strategies that foster understanding, trust, and meaningful connections. Our discussions will enhance your capacity to negotiate, persuade, and collaborate, illustrating what strong relationship management skills can achieve in the workplace.

Course Objectives:

By the end of the communication and relationship management skills course, participants will be able to:

- Understand the role of trust in building successful relationships.
- Identify, analyze, and engage stakeholders - the power/interest matrix.
- Recognize the role of context when communicating and building relations with others.
- Identify and pursue relationship opportunities that bring value and achieve results.
- Develop, manage, and nurture relationships - moving from transactional to transformational.
- Expand and broaden the network of influence and success.

Target Audience:

- Leaders.
- Managers.
- Supervisors.
- Professionals who are keen on improving their networking and influencing skills.

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Target Competencies:

At the end of the communication and relationship management skills training, participants' competencies will:

- Building trust-based relationships.
- Influencing others.
- Listening.
- Interpersonal communication.
- Creative thinking and problem-solving.
- Presenting ideas.
- Building convincing business cases.
- Thinking win/win.
- Influencing others.
- Seeking input and different perspectives.

Course Outlines:

Unit 1: Relationships and the Trust Factor:

- Introduction to human relations:
  - The good, the bad, and the ugly.
- The need for relationships and networks:
  - Thinking beyond oneself.
  - The challenges of modern-day habits.
- Why does trust matter?
  - Positive relationships versus forced relationships.
  - The Johari Window.
- What influences relationships and networks?

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Unit 2: Relationships and Communication:

- The three elements of communication.
- The importance of preparing and organizing one's thoughts and ideas.
- Why assertiveness matters - the pros and cons.
- The Botari Box.
- Building rapport in the workplace.
- The likability factor.

Unit 3: Relating to the Hearts and Minds:

- Knowing your stakeholders.
- Managing your stakeholder's expectations.
- 'Selling' your ideas.
- Creating a persuasive message that evokes the right emotions.
- Reframing your message to accommodate your stakeholders' needs, wants, and style.
- Communicating with difficult people.
- Communicating difficult topics.

Unit 4: Building and Influencing Relationships:

- Power and influencing.
- Dale Carnegie and self-awareness.
- What's in it for Us WIIFU versus What's in it for Me WIIFM:
    - Identifying opportunities to build strong and healthy working relationships.
- The role of context in building a successful relationship.
- Seeking feedback and different perspectives.
- Investing in a relationship:
    - Moving from the transactional to the transformational.
    - Tips to develop positive relationships.
- Working through difficult relationships:
    - Divesting from a relationship.

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Unit 5: Successful Networking:

- Reasons for building your network.
- The benefits of building your network.
- Things to remember with networking.
- Simple tips to remember when building your networking.
- Effective business and professional networking.
- Broadening your network.