

# B2B Relationship Management Training

**Course Duration: 08 Hours**

**Course Code: B2BRMT**

## 1. Course Overview

B2B Relationship Management Training focuses on building strong, long-term business relationships with clients, partners, and stakeholders. This course enhances communication, negotiation, trust-building, and client retention skills. It helps professionals understand client expectations, manage key accounts effectively, and drive sustainable business growth through strategic relationship management.

## 2. What You'll Learn

- Fundamentals of B2B relationship management
- Effective communication and interpersonal skills
- Client acquisition and retention strategies
- Key account management techniques
- Conflict resolution and problem-solving
- Negotiation skills for business success
- Building trust and long-term partnerships
- Handling client expectations professionally

## 3. Target Audience

- Sales and business development professionals
- Account managers and client servicing executives
- Marketing professionals dealing with B2B clients
- Entrepreneurs and business owners
- Customer relationship managers

- Professionals looking to improve client handling skills

## 4. Pre-Requisites

- Basic understanding of business operations
- Interest in client relationship management
- No prior technical knowledge required
- Good communication skills (preferred but not mandatory)

## 5. Course Content

### **Module 1: Introduction to B2B Relationship Management**

- Understanding B2B vs B2C relationships
- Importance of relationship management in business growth

### **Module 2: Communication Skills**

- Verbal and non-verbal communication
- Active listening techniques
- Professional email and meeting etiquette

### **Module 3: Client Acquisition & Onboarding**

- Identifying potential clients
- Building first impressions
- Onboarding process and client expectations

### **Module 4: Key Account Management**

- Managing high-value clients
- Relationship lifecycle management
- Upselling and cross-selling techniques

### **Module 5: Negotiation Skills**

- Negotiation strategies and tactics
- Handling objections
- Closing deals effectively

### **Module 6: Conflict Management**

- Identifying conflict sources
- Resolution strategies
- Maintaining professionalism under pressure

### **Module 7: Client Retention Strategies**

- Building long-term relationships
- Customer satisfaction and feedback handling
- Loyalty and retention techniques

### **Module 8: Performance Measurement**

- KPIs for relationship management
- CRM tools overview
- Continuous improvement strategies