

Building business relationships

Course code: KORBUILD

Success in today's business and customer environment depends on the ability to build professional and long-term relationships with clients. This workshop provides practical communication tools and techniques that lead to more effective communication, fewer escalations, and higher customer satisfaction. Participants will learn how to clearly structure conversations, set expectations correctly, respond to challenging situations, and work with different types of clients. The course is based on model situations and real-life examples that allow for immediate application of the skills acquired in practice.

Who is the course for

The course is suitable for anyone who works with clients—whether as salespeople, consultants, customer care specialists, project managers, or team leaders. It is also beneficial for internal roles where communication and partnership are important.

Ideal for individuals and entire teams who want to develop professional, long-term, and effective relationships with clients.

Suitable for anyone who wants to improve their professionalism, confidence, and effectiveness in everyday communication.

What are the benefits for the company?

- **Higher customer satisfaction and loyalty**
 - thanks to better communication and understanding of their needs.
- **Fewer conflicts and escalations**
 - thanks to professional handling of emotions and clear setting of expectations.
- **Faster agreement and time**
 - savings thanks to structured conversation management and a consistent communication style.
- **More stable business results**
 - thanks to strengthened trust and long-term relationships with customers.
- **Greater employee confidence**
 - and less stress in challenging communication situations.

What we teach you

- understand client types and motivations,
- communicate clearly and cooperatively,
- structure meetings and set clear expectations,
- respond to challenging or emotionally charged situations,
- provide feedback and set boundaries in a professional manner,
- use communication techniques that promote trust and long-term cooperation.

Teaching materials

Gopas guide book for this course.

Course outline

Introduction to relationship communication – the role of trust and partnership in the modern customer environment.

Understanding the client – practical client typology, motivation, communication styles.

Empathetic and partnership-based communication – techniques that promote cooperation and reduce the risk of misunderstanding.

Conducting a professional conversation – structure, expectations, transparency, and clear agreements.

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Managing difficult situations and emotions – procedures for calming tensions, resolving conflicts, and restoring cooperation.

Feedback and setting boundaries – how to refuse unrealistic demands while maintaining the relationship and respect.

Application training – model situations, real-life scenarios, immediate feedback, and transferring skills into practice.

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