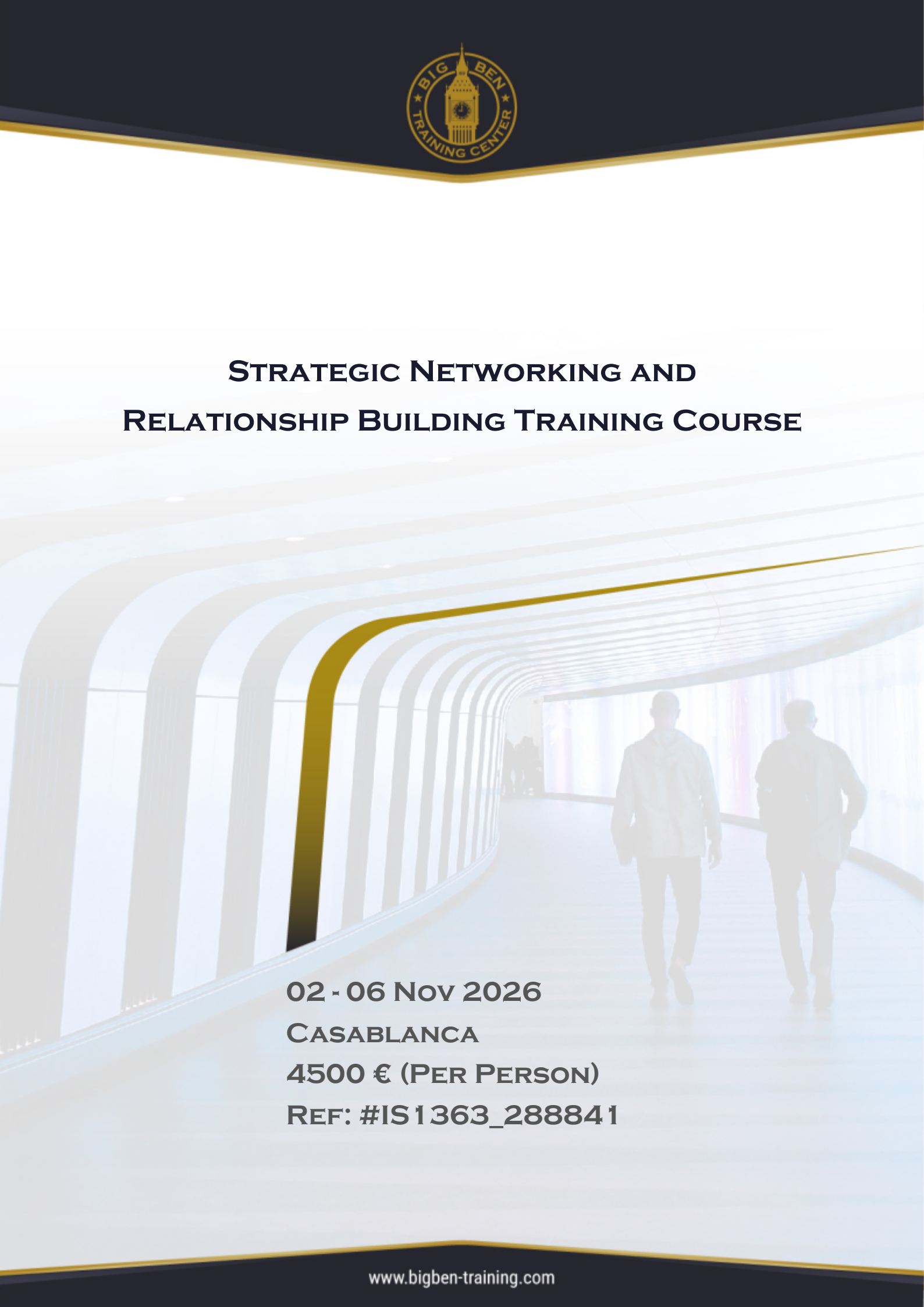
Strategic Networking and Relationship Building Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #IS1363_288841

Course Introduction / Overview:

In today's interconnected professional world, the ability to build and maintain strong relationships is no longer a soft skill but a core strategic competency. This course moves beyond the superficial exchange of business cards to explore the art and science of strategic networking and relationship management. It is designed to equip professionals with the mindset, strategies, and techniques necessary to cultivate a powerful and supportive network that drives career growth and business success. Drawing upon principles from social psychology and communication theory, the curriculum emphasizes authenticity and long-term value creation. As Keith Ferrazzi outlines in his seminal book, "Never Eat Alone," genuine relationships are the foundation of personal and professional achievement. This program, offered by BIG BEN Training Center, provides a comprehensive framework for developing your social capital, enhancing your personal brand, and mastering the nuances of both digital and in-person networking. Participants will learn to identify key contacts, build rapport, manage stakeholder engagement, and transform casual connections into lasting strategic alliances, ensuring they can navigate any professional landscape with confidence and influence.

Target Audience / This training course is suitable for:

- Sales Professionals and Account Managers.
- Business Development Executives.
- Entrepreneurs and Business Owners.
- Project Managers and Team Leaders.
- Marketing and Public Relations Specialists.
- Human Resources Professionals.
- Consultants and Freelancers.
- Mid-to-Senior Level Managers.
- Recent Graduates and Young Professionals.
- Anyone seeking to enhance their professional influence and career opportunities.

Target Sectors and Industries:

- Technology and Information Services.
- Financial Services and Banking.
- Professional Services and Consulting.
- Healthcare and Pharmaceuticals.
- Real Estate and Construction.
- Retail and Consumer Goods.
- Hospitality and Tourism.
- Governmental agencies and public sector organizations.
- Non-Profit and Non-Governmental Organizations.

Target Organizations Departments:

- Sales and Business Development Departments.
- Marketing and Communications Departments.
- Public Relations and Corporate Affairs Departments.
- Human Resources and Talent Acquisition Departments.
- Executive Leadership and Management Teams.
- Client Services and Customer Relationship Management Departments.
- Procurement and Supply Chain Management Departments.
- Project Management Offices.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a personalized and strategic networking plan aligned with professional goals.
- Master techniques for building genuine rapport and trust with new contacts.
- Craft a compelling and memorable elevator pitch for various contexts.
- Navigate networking events and conferences with confidence and purpose.
- Leverage digital platforms like LinkedIn for effective professional networking.
- Implement systematic follow-up strategies to nurture new connections.
- Manage and maintain a diverse and valuable professional network over the long term.
- Identify and cultivate relationships with key stakeholders and influencers.
- Apply principles of influence and persuasion ethically in professional interactions.
- Measure the return on investment (ROI) of their networking activities.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants not only learn the theories of strategic networking but also practice their application in a supportive environment. The course blends expert-led presentations with a variety of experiential learning techniques. This includes interactive group discussions, real-world case study analysis, and practical role-playing scenarios that simulate common networking challenges. Participants will engage in individual and team-based exercises to develop their personal branding statements, practice their elevator pitches, and map their stakeholder ecosystems. A significant emphasis is placed on peer-to-peer learning and feedback, allowing attendees to gain diverse perspectives and refine their approaches. The facilitator will provide personalized coaching and constructive feedback throughout the sessions. This hands-on, workshop-style approach ensures that participants leave the course with tangible skills, a clear action plan, and the confidence to immediately implement their new relationship-building strategies in their professional lives.

Course Agenda (Course Units):

Unit One: The Foundations of Strategic Networking

- The mindset shift from transactional to relational networking.
- Understanding social capital and its impact on career success.
- Defining your personal brand and professional networking goals.
- Identifying your current network and mapping its strengths and gaps.
- Overcoming common fears and barriers to effective networking.
- The principles of authenticity and generosity in relationship building.
- Developing a strategic networking plan for long-term growth.

Unit Two: Core Communication Skills for Building Rapport

- Mastering the art of active and empathetic listening.
- Techniques for asking powerful, open-ended questions.
- Non-verbal communication and its role in building trust.
- Crafting and delivering a compelling 30-second elevator pitch.
- Storytelling as a tool for creating memorable connections.
- Strategies for gracefully entering and exiting conversations.
- Adapting your communication style for different personalities and cultures.

Unit Three: Navigating the Modern Networking Landscape

- Best practices for in-person networking at events and conferences.
- Strategies for effective virtual networking and online community engagement.
- Leveraging LinkedIn for personal branding and strategic outreach.
- The etiquette of professional introductions and referrals.
- Organizing and hosting your own small-scale networking events.
- Balancing online and offline networking efforts for maximum impact.
- Tools and systems for organizing and managing your contacts.

Unit Four: Nurturing Relationships for Lasting Value

- The critical importance of systematic and personalized follow-up.
- Techniques for adding value to your network consistently.
- Transforming weak ties into strong professional alliances.
- Managing stakeholder relationships and expectations effectively.
- Strategies for re-engaging with dormant contacts in your network.
- Handling difficult conversations and resolving conflicts within your network.
- Building a personal board of advisors for career guidance.

Unit Five: Advanced Networking and Influence Strategies

- Leveraging your network for career transitions and business opportunities.
- The principles of ethical persuasion and influence.
- Building cross-functional and cross-industry strategic alliances.
- Mentorship and sponsorship as advanced networking tools.
- Measuring the effectiveness and ROI of your networking efforts.
- Developing a 90-day action plan for continuous network development.
- Final capstone exercise integrating all learned networking skills.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of digital connectivity, how can professionals cultivate genuine, high-trust relationships that transcend transactional interactions?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond surface-level tips and focusing on the underlying strategic and psychological principles of effective relationship building. While many programs offer a checklist of networking tactics, this training provides a comprehensive framework for developing a sustainable, long-term networking strategy rooted in authenticity and mutual value creation. We delve into the concept of social capital, teaching participants not just how to collect contacts, but how to build a resilient and supportive ecosystem of professional relationships. The curriculum integrates proven models from social science and communication theory, providing a deeper, more academic understanding of why certain approaches work. A key differentiator is the emphasis on managing the entire relationship lifecycle, from the initial contact and rapport building to the long-term nurturing of strategic alliances. The highly interactive and practical methodology, featuring personalized feedback and real-world simulations, ensures that participants internalize these concepts and develop the confidence to apply them effectively, transforming their ability to connect, influence, and achieve their professional objectives.