The ability to develop truly collaborative, trust-based partnerships with clients is becoming universally accepted as the most effective way to ensure long-term business success.

This workshop shows you how to treat each client as a unique person and how to adapt your approach to their individual needs.

It delivers “in-the-moment” skills to enable you to interact credibly and with maximum impact, and encourages you to adopt the most appropriate mindset, to establish and maintain “partner” status with your highest-priority clients.

WORKSHOP MATERIALS
Every participant receives a bound 123-page workbook, which has been designed to enable you to practice with all the tools in the context of your own existing and prospective clients.

www.mdctraining.ca

Successful Client Relationships™
Become a trusted advisor to your highest-priority clients
(Two-Day Workshop)

CORE PROGRAM

Adopting The Mindset Of A Trusted Advisor
• Techniques to enable you to genuinely focus on the needs of your clients, whatever the pressure!
• Build rapport and trust at all hierarchical levels

How Clients Really See You
• Understand your behaviour and its impact on the relationship
• Complete a behavioural profile which identifies 8 key domains relevant to relationship-building
• Learn to recognize and easily adapt to the behaviour of your clients

Making The Right First Impression
• Learn a simple technique to build genuine rapport and credibility in the first 30 seconds of a meeting or phone call.

Helping Clients Achieve Their Business Goals
• Uncover real client needs, using a truly non-manipulative questioning process

Powerful Listening
• Learn how to listen carefully to your clients, without evaluating their ideas or feelings

Presenting Ideas Clients Will Buy
• Strengthen your trust-based relationship by effectively linking your ideas to the stated needs and priorities of the client.

Understanding And Improving Your Business Relationships
• Identify types of business relationship and the pros and cons of each
• Strategies to repair damaged relationships
• How to achieve and maintain “partner” status without over-investing time and money in social activities

The Value Of Collaboration
• Cement credibility and trust by recording client-relevant information in your meetings
• Adopt a side-by-side approach to solution-finding
• Allow clients to buy what they need from you, and give them an element of control over the process

Moving To A Higher Level
• Use special questions to remove barriers to solution-finding, and to determine value in a solution.
• Help clients see the causes of challenges when they can only see symptoms.

Maintaining The Relationship
• Adopt an effective email strategy to demonstrate that your client-focus is genuine.
• Learn how to strengthen the relationship between meetings

In partnership with the authors of Smarter Selling (FT/Prentice Hall, 2007)

See www.mdctraining.ca for public dates, location and registration fees.

Also available in-company for groups.

See Agenda: www.mdctraining.ca