



## Successful Client Relationships™

Become a trusted advisor to your highest-priority clients

(Two-Day Workshop)

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](http://www.mdctraining.ca)

### 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

See [www.mdctraining.ca](http://www.mdctraining.ca) for public dates, location and registration fees.

Also available in-company for groups.

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