



CLIENT & CUSTOMER RELATIONSHIP MANAGEMENT



Your client managers are the face of your business. The way they communicate with clients and customers and manage these relationships is key to successful client retention and brand reputation. With multiple stakeholders and pressures of time, it is all too easy for client managers to fall into communication pitfalls, troubling patterns of behaviour and even complacency.

CLIENT RELATIONSHIP SKILLS - WORKSHOP OVERVIEW

Our training will be tailored to suit your team: whether early career managers looking to develop core skills, seasoned Account Managers honing skills or a team with a variety of levels.

During our course, your team will develop skills to communicate confidently over the phone and in person. We will explore the essential verbal and non-verbal skills that leave clients feeling heard, understood and confident in your ability to deliver on agreed objectives.

Your team will leave the workshop with the knowledge and feedback necessary to develop stronger, more prosperous client relationships.



MEETING CLIENT EXPECTATIONS

- What do our clients expect from us?
- What do we expect from them?

MANAGING THE RELATIONSHIP

- Understanding interpersonal transactions
- Choosing your behaviour
- Influencing the behaviour
- Dealing with difficult clients

EFFECTIVE TELECONFERENCE OR MEETING

- Building Rapport
- Active Listening
- Summarising to agreement and close
- Giving and receiving feedback

DEVELOPING A RELATIONSHIP BASED ON CO-OPERATION

- Win/Win strategies
- Barriers to co-operation

INFLUENCING OUTCOMES

- What is your preferred influencing style?
- Choosing the appropriate style
- Preparing a case as a basis for influence
- Thinking on your feet

THINKING SKILLS

- Creative Thinking
- Analytical Thinking
- Decision Making
- Personal Action Plans