COURSE DESCRIPTION

Strategies for Managing Business Relationships

Leadership Strategies

Why it Works

The skill that often separates top professionals from average ones is their ability to effectively manage client relationships. In a client-focused organization, you must be adept at probing to identify the client's real need, setting and managing expectations, adapting to communication styles, and gaining buy-in for solutions.

This dynamic, highly interactive course has you working in teams from the start to discover keys to successful client relationship management. We employ advanced facilitation techniques to keep you engaged while you learn powerful techniques that you can apply immediately. You'll also receive your personlized DISC profile, a 20+ page report that shows you how to adjust your communication styles to better communicate with your clients.

Learn How To

- Probe and ask key questions to help clients discover their realy needs.
- Gain your client's confidence and develop a trusted advisor relationship.
- Read your client's communication style.
- Communicate effectively with clients about status, issues, and challenges.
- Set and manage expectations.
- Recover effectively from errors and mistakes.

Ideal For

- **Managers / Executives / Supervisors /**
- **Consultants / Client Relations Managers /**
- **Analysts**

Who Need to

- Manage internal and external clients
- Improve communication
- Establish and maintain trust

Duration

3 Half-Day Sessions

Objectives

- Define the stages of relationship management
- Introduce communications styles and how to identify and adjust to them
- Describe the five Cs of trust and how to apply them
- Provide strategies for determining a client's real need
- Provide techniques for managing expectations

AGENDA

Day 1

Getting Started:

- Course objectives
- The Critical Issues
- Agenda
- Ground rules

Relationship Management:

- What is relationship management?
- How does it differ from project management?
- Relationship management stages Establishing/Assessing Goals
- Gaining the Client's Confidence
- The Five Cs of Trust
- Mistrust: Diagnosis and Remedy
- Holding the Trust Conversation
- Recovering from mistakes

Day 2

Understanding Your Client:

- Typical communictation problems
- Understanding communication styles
- A sample scenario
- Other communication vehicles
- Identifying the styles of others
- Assigning the project team
- Classic DISC profiles
- Your personal DISC profile
- Succcess strategies for applying DISC

Day 3

Defining the Need:

- Understanding Client Objectives
- Using questions to define the need
- SSRing problem statements
- Funneling evaluation statements

Managing Expectations:

- Defining and Managing scope
- Performance objectives

Action Planning