



m i s s i o n



building business relationships
people do business with people



building business relationships

people do business with people

Do you let relationships develop naturally or are you proactive in nurturing them and making sure they grow? Do you connect and engage with clients and colleagues as much as you could or should? Is the business a brand or are you the brand?

This one day workshop is about how you connect and engage with your clients and colleagues and how you utilise the collective strengths of your organisation. Your clients see you as the face of your organisation and to this end you need to engage with confidence. At the same time you will require the skills to engender trust and understand your clients' needs and how best to help them achieve their objectives.

Who should attend?

- Managers or future managers
- Relationship and account managers

Duration:

One day programme

Delegates:

Minimum number 12

Also available for larger conference groups

Objectives:

- Gain an awareness of the variables in a relationship
- Build up a toolbox of questioning techniques to assist in unlocking clients' hidden needs
- Reflection and sharing of personal experiences
- Gain an appreciation of variable styles of communication
- Add value to existing relationships

Topics/Content:

- If your brand was a person what would it look like?
- Delegates' needs awareness
- Relationship dynamics - the blind side effect
- Personal disclosure through Johari's window
- Effective questioning with TED - open, rhetorical, leading and closed
- Creating a good client relationship - gaining trust - building confidence
- Unlocking client's hidden needs - gaining respect and credibility
- Investigating situational communication styles - the art of variation
- Me, you and us - mutually beneficial relationships
- Client case studies - you and me
- The importance of a name
- The power of silence - WAIT (Why am I talking)
- Six degrees in reality

Outcomes:

- Increased self awareness
- Increased self confidence
- Multiple options for asking questions
- Increased empathy
- Less misunderstanding between colleagues and with clients and partners
- Shared lessons from personal experiences

Investment:

Investment either per delegate or total investment for the course

“Many of our dealers arrived with a degree of apprehension about the following two days... and everyone left with the feelings of personal/team pride, accomplishment and a deeper understanding of how to get the most out of a team. I am confident that many of these lessons will be applied in their business lives, which will undoubtedly benefit us in the long term.”

National Marketing Director
- Luxury Retail Brand

 m i s s i o n

Mission Performance Ltd.

Lakeside Studio, Carron Row Farm,
Segensworth Road, Fareham, PO15 5DZ

Telephone: **01329 841652**

Fax: 01329 849430

Email: info@missionperformance.com

www.missionperformance.com