

MOVING FROM CONSULTANT TO VALUED PARTNER IN THE CLIENT'S MIND

The Need:

Client relationships are the lifeblood of any business. In today's volatile business environment, you need clients to think of you as being essential to their growth. But, clients are demanding more value in their relationships. Their customers demand that they do more for less and that pressure is passed on to you and your organization. These factors make it harder to develop long-term client relationships. But this also means that it's more crucial than ever to have strong relationships - else your expertise can become a 'commodity', sensitive to fluctuations in price.

To develop more enduring relationships with clients, you need to re-imagine your approach: evolve from an 'expert for hire' to a 'trusted advisor' who delivers significant value, consistently. It requires transforming the quality of conversations with clients, growing from the narrow 'expert' mind-set (focused on your expertise and products) to a broader 'advisor' mind-set where you focus on offering new perspectives, asking powerful questions and challenge clients to broaden their thinking.

The Objective:

The Program enables participants to make the shift from being reactive to becoming a proactive agenda setter with clients. It helps them enhance professional credibility and evolve from delivering contractual deliverables to adding deep value and developing personal trust with clients.

Program Duration:

2 day (16 hours). Can be customised to 1 day.

Program Content:

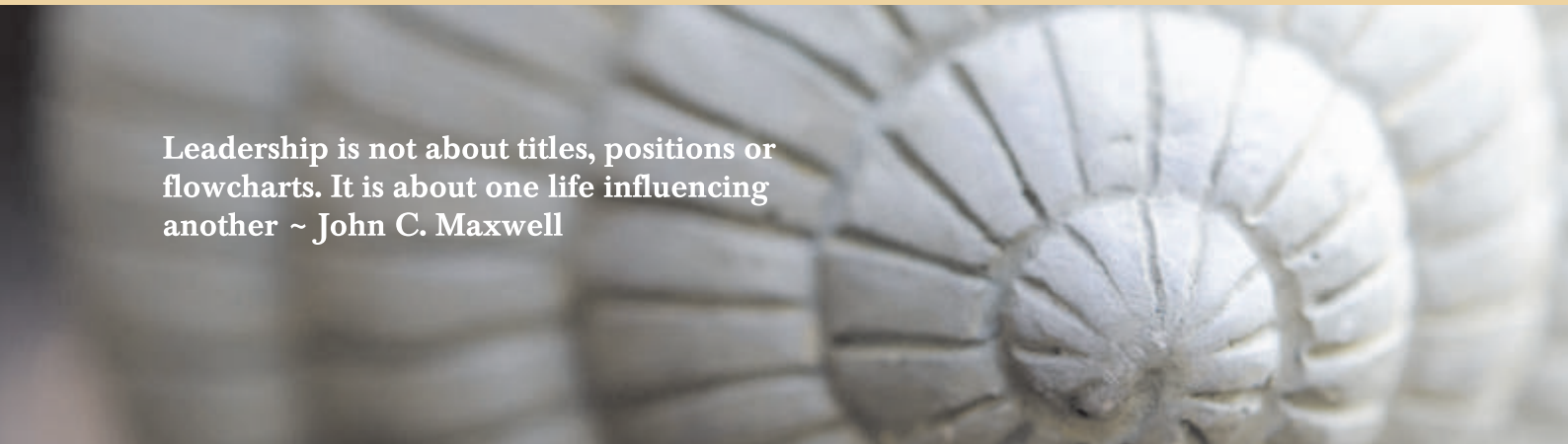
- * Building big-picture thinking into client conversations through the Polarity Thinking lens.
- * Evolving frameworks to go from Analysis to Synthesis around key client issues
- * Increasing the success of an interaction by using Strategic Questioning
- * Articulating critical issues and become a big-picture thinker
- * Key communication skills
- * Handling conflict

Program Outcomes (What You Will Gain):

- * Evolve from being an expert for hire into a trusted partner and thought leader
- * Become more relevant to clients to get more quality face time
- * Build trust with skeptical clients
- * Manage your time effectively.
- * Get through to and build relationships with top executives
- * Generate more leads from existing relationships

Who Should Attend:

Project Leaders, Sales / Client Relationship Managers who want to improve the outcomes of their client engagements. ★



Leadership is not about titles, positions or flowcharts. It is about one life influencing another ~ John C. Maxwell