

# workshop agenda

## *Client Relationships:* Maximizing the Potential

### **DAY 1**

#### **Course Introduction**

- Your goals

#### **Client-Centered Sales Concepts**

- Understanding client needs, information and solutions and how they are applied in client-centered selling
- Model for the client-centered sales process and each sales meeting

#### **Opening and Need Discovery**

- Trust building skills and how to apply them
- Questions to gain information and understanding while increasing client trust
- Listening and confirmation - be sure you understand what they need, and that they know you understand

#### **Presentation of Your Ideas**

- Structuring a presentation to build the prospective client's desire, use time efficiently and minimize objections
- Needs, Benefits and Features - how to use them most effectively
- Recognizing unique and additional benefits to increase value
- Making sure the client stays on track with you through the whole presentation

### **DAY 2**

#### **Resolving Objections**

- What objections tell you, how to understand them and how to use them to move to a "close"
- Responding to objections in a way that increases the client's willingness to trust you
- Uncovering the need behind objections and satisfying them
- Using your response to objections as a trial close

#### **Closing the Sale**

- Knowing when the client is ready to "buy"
- Closing question - when and how to use them

#### **Application**

The afternoon will be used for role-plays using the skills and approaches of the program on cases brought by the participants. A framework will be used to provide peer coaching. Feedback and coaching will also be provided by the facilitator.

#### **Closing and Wrap-up**

- Workshop Evaluation