

workshops

Client Relationships: **Maximizing the Potential**

Become indispensable. Win and keep clients by distinguishing your service with knowledge, dynamic presentation, and foresight to your clients' needs.

This interactive seminar features a series of short lectures on real-world scenarios, open discussion, individual exercises, and role-playing exercises concluding with a personalized 90-day action plan for mastering the skills and techniques learned. You'll learn to be more responsive to your clients' needs while uncovering revenue-generating opportunities with this client-centric consultative sales approach.

Who Should Attend:

- Account Executive
- Account and Sales Manager
- Director of Sales

You Will Be Able To:

- Establish position with clients as a partner.
- Open communication channels and sustain collaborative relationships with clients.
- Recognize revenue opportunities throughout the client relationship.
- Focus attention on clients' processes, business rules and objectives.
- Anticipate client needs while overcoming limitations and objections.
- Increase confidence, profitability and success through assessment, persuasive presentation, and solution selling.
- Tune-in to your clients' concerns, set expectations, and chart a course for strong long-term partnerships.