



Building Customer Relationships

How Your Organization Will Benefit

When you implement Building Customer Relationships, your organization will benefit from:

- Deeper relationships with customers who have an appreciation for the quality of your products and services and also for the quality of your ideas, guidance, and ability to align with their needs
- Boosted revenues from long-term customer relationships as a result of an enhanced customer experience
- Effective and streamlined communication with customers as well as internal colleagues
- Consistent and efficient processes to prepare for calls and meetings
- Skills to develop open and closed questions to gain an accurate and in-depth understanding of customer needs
- Concepts and skills that can be immediately applied to your day-to-day activities

Program Highlights

During this highly interactive workshop, participants will learn to:

- Prepare for effective customer interactions by establishing clear goals and objectives
- Foster communication and understanding on a deeper, more human level through the use of emotional intelligence skills
- Develop effective questions, which allows them to gain an in-depth understanding of a customer's situation and needs to formulate relevant and compelling recommendations
- Implement effective strategies that refer to customer needs and drivers, increasing buy-in to recommendations
- Address concerns in a way that maintains rapport and keeps the conversation moving forward in a positive and collaborative direction
- Gain commitment to meaningful next steps through enhanced trust to move the relationship process forward and secure the customer's business

How Learning Takes Place

Building Customer Relationships provides a comprehensive approach for improving customer engagement consistency across the enterprise. The program ensures that participants develop a foundation for mastering the skills and concepts presented by using a variety of interactive training methods consistent with proven adult learning methodologies:

- Pre-work assignment to set the stage for a successful learning experience
- Targeted readings and written exercises to acquire key concepts and skills
- Small and large group exercises to practiced and implement new concepts and skills
- Large and small group discussions to share experiences and ideas that will help strengthen understanding and develop consistent best practices
- Applications exercises to apply the skills learned in the workshop to realistic scenarios for immediate application to challenging customer situations
- Video and audio examples that illustrate ideal skill use in realistic customer situations
- Practice exercises, including case studies and role plays, which allows participants to practice and evaluate their skill use in every day challenging, but typical, customer interactions