



The Trusted Advisor

Two Day
Program

“How can I get access to my clients more often? How do I get clients less focused on price? How do I get clients to play fairly with me? You’ve got to earn your client’s trust!” - Maister, Green & Galford

In an increasingly competitive and ever changing market, an organisation’s approach to consulting, advising, business partnering or selling both internally and externally needs to be different to ensure sustainable and mutually beneficial partnerships are created and protected.

Using a simulated approach based on specific case studies, this comprehensive two-day program will help build increased breadth and depth in client relationships. By demonstrating a more authentic, curious and credible approach, learn how to demonstrate and add value in every interaction, ensuring all clients pro-actively seek out your advice and support when faced with business challenges.

Pre-program work

Self reflection exercise and client service questionnaire.

What the program covers

- The Client Relationship Life Cycle
- Creating client connection: introduction to personal branding
- Business acumen and credibility statements
- Listening and framing techniques
- Questioning to understand and examine client needs
- Difficult conversations: dealing with emotions
- Participants receive personalised and targeted feedback and coaching on skills application
- Develop an action plan for implementation and coaching back in the workplace in alignment with the 70/20/10 methodology

Embedding Activity

Complete survey and action plan for further development.

Learning Outcomes

- Determine how to become truly client centric by building trust, likeability, confidence and credibility
- Utilise techniques to respectfully challenge client thinking and engage in quality listening and questioning to diagnose what is really needed to solve client challenges
- Identify and manage client and own emotions and reactions
- Build stronger and deeper value-based relationships with clients

Business ROI

- Stronger business development capability, enabling more sustainable business model
- More sustainable approach to client engagement and retention
- Manage client and customer expectations internally and externally to work in true partnership and improve service delivery
- Strengthen cross functional collaboration and consistently apply best practice principles

Who should attend?

Anyone in a client facing role or who deals with internal and external customers.