

# MANAGING CLIENT RELATIONS

## OBJECTIVE

Help participants develop skills to build excellent rapport, communication, and long-term relationships with clients.

## STRATEGY

The workshop incorporates lecture, self-assessment, exercises, skill practice, video vignettes and role-plays in a fun and relaxed atmosphere.

Participants will learn:

- Skills to build trust and long term relationships
- To create positive first impressions
- Skills to improve communication
  - Learn the characteristics of the four behavior styles – Dominance, Influence, Steadiness, and Conscientiousness (DISC)
  - Assess their customer sales/service style and the style of others
  - Understand the importance of recognizing and adapting to various customer styles
- How to uncover client needs
- Approaches for handling difficult situations
- Techniques for presenting a warm, polished professional image
- How to say “no” and re-negotiate in a professional manner
- To develop techniques for “going the extra mile”

Special Note:

The workshop incorporates an online DiSC assessment taken prior to the workshop that identifies each person’s behavioral style. Then through a series of exercises, role-plays, and customer video vignettes, participants learn the impact of the styles and how to adapt as needed. This workshop is interactive and fun.

Specifically, this program will address how to best use the application of DiSC in communicating, collaborating, selling, interacting with others by quickly recognizing and adapting styles that reflect a person’s behavioral preference. DiSC provides a common language that will gain insight on how to build stronger customer rapport and trust. Specifically, this program provides the opportunity for self-improvement through better learning and understanding one’s strengths, perceptions, and opportunities for improvement.



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Each participant will have hands-on opportunities to practice all skills and techniques.

## PARTICIPANTS RECEIVE:

- A DiSC profile
- Coaching throughout the session
- Evaluation of strengths/areas for improvement
- A workbook / reference manual

## LENGTH

One day workshop.

## CLASS SIZE

Maximum class size is 16 participants.

## EXPENSES

The Training Edge, LLC will be reimbursed for all reasonable travel expenses for airline and ground transportation, hotel accommodations, meals, parking, tips and shipping of materials.