

Skilled Relationship Management

About the Program

Program Description:

The Skilled Relationship Management (2-day) program will help you strengthen your client relationships by building rapport, credibility and ultimately trust. With each client interaction, you will communicate more effectively and work your way towards becoming their trusted advisor. The **Skilled Relationship Management** program is organized around four modules:



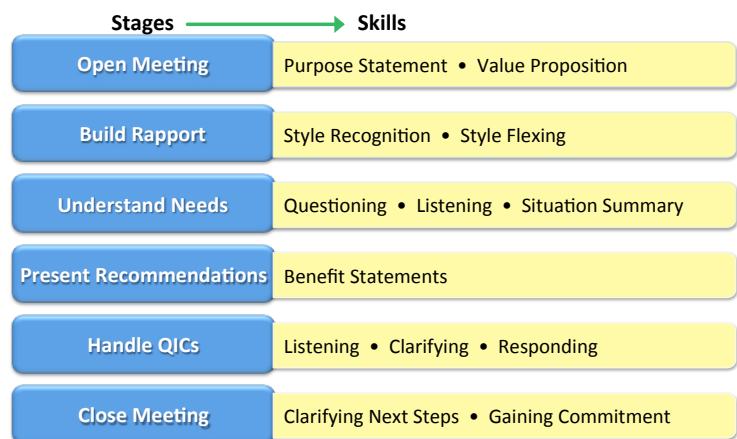
- Building Trust | Becoming a Trusted Advisor
- Developing Your Ability to Build Rapport
- Exploring Client Needs & Issues
- Presenting Strategies & Solutions | Handling Client Objectives

Learning Objectives:

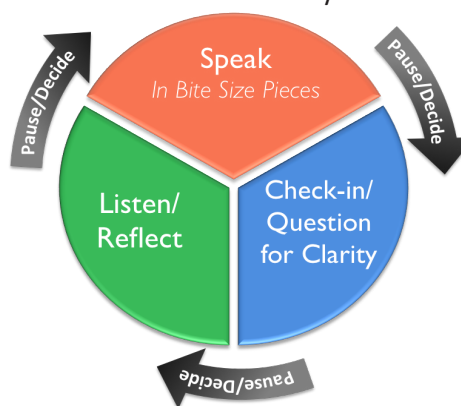
After completing this program, you will:

1. Establish and build trust by applying a consultative approach
2. Effectively open and close client meetings
3. Create an effective value proposition to demonstrate credibility
4. Build rapport by flexing to the client's communication style
5. Ask questions to help clients share their goals and to learn more about their need and situation
6. Use communication skills for more conversational and collaborative interaction
7. Use benefit statements to present recommendations that meet client needs
8. Respond effectively to questions, issues and concerns to create a strong partnership

Client Meeting Model



The Communication Cycle



Themes:

The contents of the **Skilled Relationship Management** program revolve around two models: the Client Meeting Model and the Communication Cycle.

The Client Meeting Model helps us ensure that we are structuring our client interactions in a way that enhances the relationship. The Communication Cycle helps us communicate in a thoughtful, two-way dialogue that builds trust.



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307 Shady Brook Lane • Princeton NJ 08540
609.683.8650 • www.jdainternational.com

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