

# Building Client Relationships

Building and maintaining client relationships is more effective when your team understands the psychology of relationships, trust and influence.

This program is not about tricks or quick fixes. It will help to understand what it takes to build enduring and trusting relationships with clients, leading to influence and long-term profitable business.

## **Audience**

This program is for people who interact with clients.

## **Outcomes**

Learn how to:

- Use the rules of likeability to their advantage
- Build strong customer connections
- Develop trust through opening up about themselves
- Use communication strategies to strengthen client relationships
- Apply the rules of persuasion
- Hold engaging conversations with clients
- Build trusting and sustainable customer relationships.

## **Tailored group training - in-house or through virtual workshops**

Ask us how we will tailor this program to your organisation or team.

Benefits are that we tailor the:

- *Content* to suit your organisation's needs.
- *Delivery* to reflect your procedures, values, examples and terminology, which encourages participants to apply their new skills in their roles.
- *Duration* to suit the availability of your team members and your budget.

Tailoring is mostly for free and always economical as costs are based on a per day delivery and not per participant.

## **Request a quote**

Please call 1300 655 098 to ask us how we can tailor a program to your needs.

Alternatively, email us at [info@icml.com.au](mailto:info@icml.com.au) or start a 'chat' on our website [icml.com.au/](http://icml.com.au/).

# Virtual Workshops

We deliver programs in interactive, live online workshops, accessible from a device anywhere.

## Highly impactful learning

- Replicating face-to-face workshop experiences through conferencing technology.
- Using extra features for engagement: polls, quizzes, chat, electronic whiteboard.
- Learning in multiple shorter bursts – allowing practice between sessions.

## Benefits of virtual workshops

- Attend the training from the comfort of home or personal workstation.
- No travel time or expenses.
- Multiple short sessions – less impact on work.

## Simple access

- You need: a device with camera and a quiet place.
- No software needed.
- Click on a link to gain access.
- Works on any personal device and most corporate systems.

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