ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



SALES AND CUSTOMER SERVICE

Building Client Relationships

Build trusted, long-term client relationships.

WHO IT'S FOR

Client-facing people who want longer-lasting client relationships.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Build rapport quickly and make clients feel understood
- Earn trust through consistent, open communication
- Ask questions that uncover what each client really needs
- Hold engaging client conversations, in person and online
- Influence with credibility, using principles of persuasion
- Keep relationships strong between projects and through change

ABOUT THIS PROGRAM

Our client relationship training builds the habits that turn clients into long-term partners. Clients rarely leave over one big failure. They drift when contact turns transactional, when nobody checks in between projects or when a new contact has to start from scratch. Participants learn to build rapport quickly, earn trust through the way they communicate, hold conversations that uncover what clients need and keep the relationship strong between jobs, all practised on situations from your organisation.

Tailored to your organisation

We build in your client types, your account approach and the language your people use with clients, so the learning fits how your organisation works.

> "Suzanne's delivery of what can be confronting topics was exceptional, made everyone feel comfortable and safe and we walked away with tools to improve our communication.

Hinternoosa – Sirah

Talk to us about this program

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Enquire online