

TMY-SS35: Communication in Client Account Management: Be a Trusted Advisor

Course Code: TMY-SS35

Duration: 2 days

Instructor-led Training (ILT) | Virtual Instructor-led Training (VILT)

OVERVIEW

As Steven Covey so succinctly puts it in The Seven Habits of Highly Effective People - "Seek first to understand and then to be understood". You must be able to establish a trust-based relationship with your clients to be viewed as a source of valuable advice. There is more to being a Trusted Advisor than just being reactionary to your client's requests for quotations. Being a trusted advisor allows you to take the time to explore below the surface and seek to understand the motivation behind each need. This course is designed to equip client account managers with the skills to maximise effectiveness in various phases of a sales lifecycle – reaching, acquiring, nurturing, and retaining.

SKILLS COVERED

- Communicate - Communicate effectively with clients and vendors
- Build - Build trusted relationship with clients
- Maintain - Maintain respectful relationships with clients
- Achieve - Achieve win-win in negotiations
- Understand - Understand problem types
- Advocate - Advocate solutions using creative thinking
- Manage - Manage possible conflict situation

- Identify - Identify risks and opportunities

WHO SHOULD ATTEND?

- Managers & team leaders
- Client account managers
- Project managers
- Sales and marketing professionals
- Client Servicing Talents
- Business owners
- Anyone who wants to maintain rewarding relationships with clients

PREREQUISITES

There are no prerequisites required to attend this course.

MODULES**Module 1: Introduction**

- Needs and challenges
- What makes a credible and trusted advisor
- Reflection and self-assessment

Module 2: Communication & Personality

- Aspects of communication
- Active listening
- Persuasive communication
- Personality Styles

Module 3: Essential Skills

- Build trusting rapport
- Proactive Client Communication
- Using question to uncover needs

- **Module 4: Conflict and Negotiations**

- Conflict management
- Negotiate in good faith

Module 5: Solution-Focussed Strategies

- Thinking traps
- Problem analysis
- Structure for creativity

Module 6: Risk & Opportunities

- Importance of risk analysis
- Steps for risk analysis
- Case study

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