

Advanced client relationship management: *Getting more business from existing clients*

OBJECTIVES:

This course enables you to:

- Maximise the effectiveness of contact initiatives and meetings
- Have confidence in your ability to capitalise on business opportunities with clients and contacts

LEARNING OUTCOMES:

On completion, delegates should have a practical understanding of:

- How to address clients' real needs
- How to develop contact strategies and initiatives
- How to conduct successful pitch meetings from set up, to meeting preparation and presentation
- How to "sell" the benefits of your solution rather than the features of your service
- Strategic and financial elements of good client relationships

WHO WILL BENEFIT:

This course is targeted at senior level managers and directors whose role is to develop and/or retain clients. It shows how a relationship building and management approach can secure an ongoing pipeline of business with existing, occasional and lapsed clients.

WHAT THIS COURSE OFFERS:

This course is *not* about cold calling or telesales. It is about identifying and nurturing business relationships to generate more revenue for your business. Techniques are given for managing this already warm audience and ensuring it is not vulnerable to competitive pitches.

LEARNING METHOD:

Lectures, discussions and exercises which provide a balance of peer learning and input from the trainer.

COURSE CONVENOR:

Barbara Wilmot is a commercial facilitator with 20 years business and research experience. She worked for the TNS Group for over 10 years, focusing on the development of revenue and commercial opportunities, before establishing her own consultancy.

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