

Building client relationships:
Fundamentals of confident client communication

OBJECTIVES:

This course enables you to:

- Understand and use effective techniques for building relationships and maintaining proactive communications with clients

LEARNING OUTCOMES:

On completion, delegates should have a practical understanding of:

- Communications channels and styles
- How to establish contact and account plans for clients
- How to communicate confidently and proactively with clients

WHO WILL BENEFIT:

Targeted at all staff new to account handling, the course shows how effective communications are the foundations for building strong relationships with clients.

WHAT THIS COURSE OFFERS:

The training is given from the standpoint of a former agency director, with anecdotal examples given throughout of how to build relationships with clients through keeping in touch on an informed basis. Techniques are given for building confidence in maintaining proactive communications.

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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