

Sales and Relationship Management Training



Managing client relationships, growing revenue streams and expanding accounts is a real skill that is not just natural talent. It requires consistent planned activity and thoughtful engagement to maximise opportunity.

We help our learners maximise lead generation, account growth, client retention and cross-selling through improved quality of insight and conversation. We will teach you how to grow business predictably through planning and execution of structured and high-performing client development programmes.

The content is delivered by Jeremy Brim, a work winning specialist with 20 years of experience in pursuing clients and opportunities of all sizes across private, public and federal sectors globally, regionally and locally.

Course Outline

The sessions deep dive into each element of Customer Relationship Management and Business-to-Business / Business-to-Government sales, including:

- **Introduction and overview**
- **Planned relationships**
 - Working to account plans
 - Mapping out and prioritising key players
 - Understanding people styles
- **Initiating relationships**
 - Making contact
 - Meeting and influencing key contacts
 - Setting meeting objectives
 - Initiating, protecting and strengthening relationships
- **Building trust**
 - The trust equation
 - Building credibility - using "What we finds"
 - Journey to trusted advisor
- **Helping clients to buy**
 - Relating to client wants
 - Recognise how customers buy
 - Persuasion / Influence
 - Value propositions
 - Co-solutioning
 - Questioning skills
 - Dealing with concerns
- **Performance management and lessons learned**
 - Annual Client Reviews
 - Personal sales performance
 - Lessons learned reviews

Who would benefit from attending?

Client Account / Sales Leads should attend to develop their understanding of this critical phase in the business development lifecycle. It will:

- **Demonstrate the value of high-quality input into client account strategy**
- **Enable higher conversion rates through influence, quality insight and positioning**
- **Deliver long term valued relationships with clients through building trust, moving to trusted advisor status**

Service Delivery Leads who are responsible for developing the solution and running the service once the business is secured should attend to further develop:

- **Their approach to building and co-solutioning valuable winning service delivery models that deliver value and innovation for the client**
- **Their skills in leading the deconstructing client questions to generate compelling content and responses in meetings**
- **How to deal with client concerns and move back to positive relationships**

Contributors or subject matter experts (SMEs) should attend to:

- **Understand the full business development environment and how to play a winning part in it**
- **Acquire skills in challenging and verifying strategy**
- **Understand their lead role in solution development**
- **Hone skills in engaging with client teams**