

Client Management Techniques

With the increased emphasis on excellence, outsourcing and value for money, many business units find they are in competition with other suppliers. This provides both an opportunity and a threat. A threat because if the customer is not satisfied they will go elsewhere; an opportunity because the existing supplier is already in position to harness the vision, culture, processes, products, staff, resources and skills required to deliver the quality of products and services demanded. To ensure the opportunity is exploited they need to be better than the competition in 'winning and keeping the business'. This requires a framework of procedures, methods and processes underpinned by enhanced 'communication skills' specifically targeted at client relationships.

This course provides the framework and skills needed. When you put them into practice and you can look forward to improved customer satisfaction, faster commitment and increased levels of business.

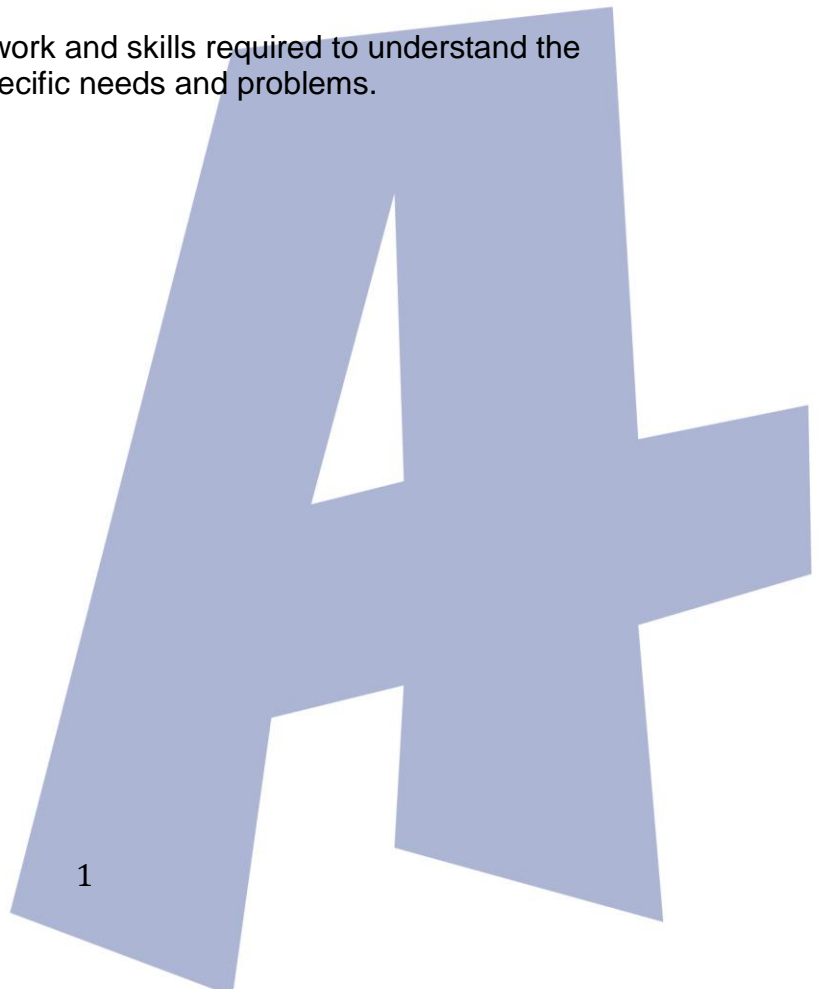
Who will the course benefit?

Staff from all business functions who need to build and maintain effective client/customer relationships; staff who have face to face meetings where business opportunities are identified.

Course Objectives:

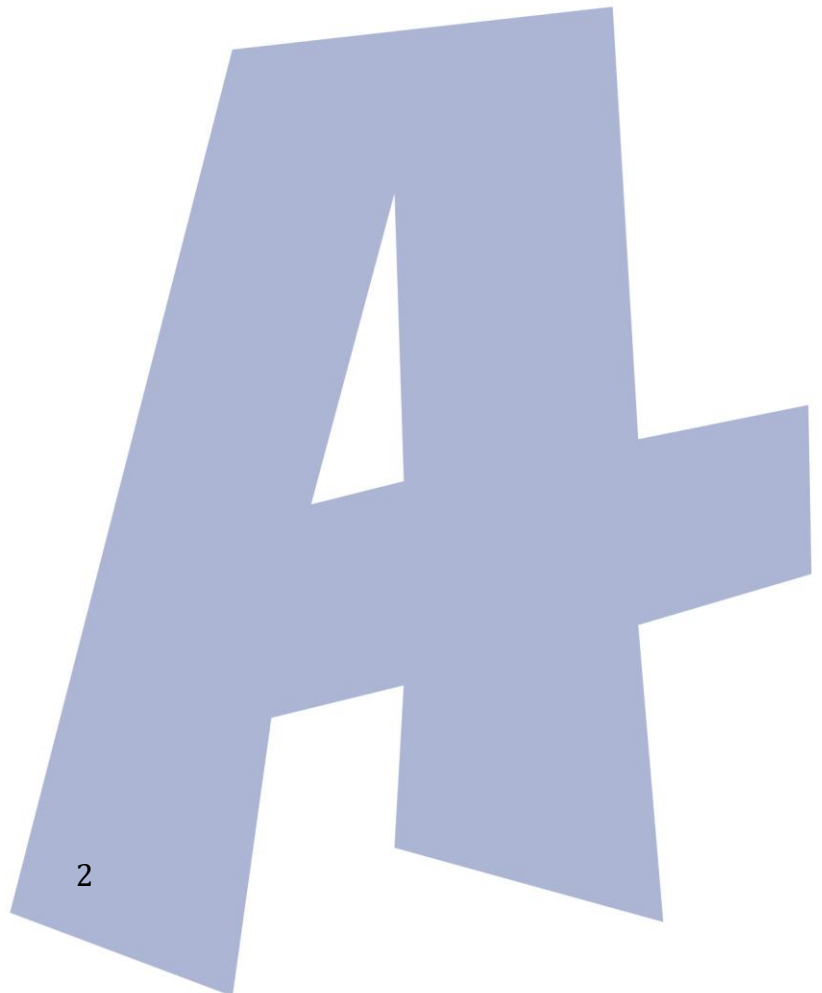
To give delegates the basic framework and skills required to understand the clients business as well as their specific needs and problems.

Course Duration: 2 to 3 days



This course will enable delegates to:

- Identify and describe the key stages in the Client Management process
- Identify potential needs and promote appropriate products and services
- Build rapport with all types of contacts
- Manage objections
- Propose, influence and negotiate
- Identify future business potential and manage the changes to client needs



Course Content

Client Management

- Types of client/supplier relationships
- The stages of client management
- Identify
- Promote requirements
- Relationship development
- Influencing
- Proposal
- Negotiating
- Problem solving
- Agreement and exploitation
- The sales and buying processes

Client Management

- Skills
- Initiating a relationship
- Personality types

Identifying Products and Services

- Product and service chains
- Cataloguing products and services
- The initial conversation
- Prepare, set objectives, identify needs and get agreement.

Identifying Organisational and Personal Needs

- Approaches to identifying qualifying and prioritising needs
- Identifying implied and explicit requirements
- Value added concepts

Influencing and Proposing

- Differentiation
- Developing a benefit centred business case

Negotiating and Getting Commitment

- Methods of getting mutual agreement
- The agreement, installation and exploitation phase

Managing Difficult Situations

- Tactics and processes to 'manage conflict'
- Developing alternative solutions

Agreement and Acceptance

- Finalising the agreement
- Implementation
- Handover

Exploitation

- Measuring and improving customer perception and satisfaction levels
- Review meetings
- Consolidation, Expansion and Selling on

Personal Action Planning and Course Review

