

STRATEGIST, ADVOCATE, TRUSTED PARTNER

(Two Day Relationship-Selling Programme)

Business Development, particularly for professional service organisations, is all about nurturing relationships and earning the right to be viewed as Trusted Partners.

This two day programme enables professionals to develop their capabilities as strategist, advocate, and trusted partner to clients demonstrating the value they bring.

PROGRAMME CONTENT

- The essence of strategic planning in high-value relationship services
- Becoming the client and the company advocate
- Understanding the nature of Value
- Assessing Trusted Partner capability
- Moving from Expert to Partner
- Building Trust through Credibility, Reliability, Intimacy and self-effacement.
- The importance of integrity and congruence
- Practical tools for reaching prospective clients
- Client Meetings
- Proposal and Presentation Preparations
- Negotiating the agreement
- Delivering on the promise

KEY OUTPUTS

- Series of Account Planning Tools and methodologies developed specifically for high-value relationships from first plan to final review
- Strategic account plans designed to be implemented not simply discussed.
- Strong and determined advocacy of both the client and the organisation
- Raised awareness of what clients want, expect and need from a Trusted Partner.
- Understanding and positioning the value of offered services.
- Practical exercises with feedback to develop high-value relationship skills. Client interviews, proposal guidelines, presentations, negotiations

ORGANISATIONAL VALUE

- Professional Business Development capability around key high-value clients to build enduring relationships and consistent revenue.
- Successful transitioning of technical experts to the wider role of Trusted Partner

PERSONAL VALUE

- Transition from technical role to wider trusted partner role
- Confidence to build and sustain relationships with key clients
- Professional expertise in high-value business development