

Client Retention – 1 Day Course

Course Overview

This one-day workshop takes existing client facing staff and gives them a fresh perspective on client relationships. It provides participants with a set of recognised tools and techniques in order to improve client retention and to enhance the client relationship with a view to encouraging referral business. It hones participant's existing skills so they can respond positively to changing circumstances and gives them the tools to maximise business opportunities with existing clients.

Who Should Attend

This course is aimed at anyone who is currently client facing. It is useful for anyone wanting to improve business retention, increase sales opportunities with existing clients and maximise referral opportunities.

Course Objectives

By the end of the course participants will be able to:

- Explain the importance of clearly identifying client needs
- Describe how to define and meet client needs
- Describe measures that evidence client satisfaction
- Describe the attitudes, styles and skills required in improving client retention
- Demonstrate high levels of empathy and rapport and describe their importance within the client relationship
- Demonstrate strategies for dealing with difficult clients
- Demonstrate advanced communication skills to ensure client needs are being met
- Describe the principles of benefit selling and its place in client retention
- Prepare a personal action plan.

Course Content

Introduction

- The importance of client retention

Client Relationships

- Defining client needs
- Meeting client needs
- The price of failure
- Measuring success

Having That Conversation

- Empathy and rapport
- Advanced communication skills
- Dealing with difficult clients
- Controlling the communication

Selling the Benefits

- The principles of benefit selling and its place in client retention
- Up-selling and cross-selling to meet client needs

The Way Forward

- Personal action plan

Additional Information

- CD Manuals and Certificates provided
- Course timings – 9.30 am- 05.00 pm
- Buffet lunch included and free parking available on site
- Joining Instructions will be sent prior to attending the course



PARADISE