Client Interviews and Meetings

Overview

This two-day programme shows bid managers, account managers and client relationship managers – as well as anyone who needs to attend client meetings – how to handle meeting and interview situations effectively. We cover building rapport, managing the relationship, sales skills, influence and persuasion, objection handling techniques and general meeting skills.

Contents

Day One

- The psychology behind winning work
- Understanding your client's map of the world and how different we all are
- Meta programmes and adapting your style to meet their needs
- Establishing yourself as the supplier of choice
- The influencing model and each key step
- Influential key communication skills and pacing/leading
- Questioning techniques to change thinking, manage objections and challenge assumptions; outcome, values and impact questions
- Using empathy and reassurance to build trust
- Chunking up and chunking down to change the client's thought processes
- Persuasion patterns, objection handling patterns and agreement frames
- Managing challenging situations through to win/win outcomes
- Influencing internally to make things happen

Day Two

- Why do client meetings and interviews fail?
- Planning for the meeting or interview – organisational principles that must be fulfilled for subsequent effort to be effective
- Before the meeting or interview – arranging, co-ordinating and communicating
- The meeting or interview in process
- The skills of the chairperson, participants and interviewees
- Encouraging participation and dealing with difficult people
- Setting objectives, measuring results and managing ongoing concerns
- Facilitation skills and managing group dynamics
- Brainstorming and objective setting tools