

Client Relationship Management

Overview

This three-day programme introduces our model of client relationship management and provides you with a range of skills to manage client relationships effectively against it, after the initial contract is won. You will learn how to understand your client's environment, culture and requirements; how to manage your resources against those requirements and how to measure performance against them; and how to develop the relationship using tools such as the CRM pyramid and client perceptions grid. We encourage you to set growth goals around the relationship and value targets, and to consider how best to manage your time and resources to achieve these. This session will help you to build each client relationship into a long term and mutually rewarding partnership.

Contents

Day One

- Johari Window – feedback and personal growth model
- The philosophy of effective account management – exceptional customer care, moments of truth, internal and external customers and the attitude virus
- Maps of the world and the psychology behind winning work
- Meta programmes
- Building rapport – matching and mirroring
- Adapting your style to meet their needs
- Empathy and reassurance to build trust
- Influencing internally to make things happen
- Delivering on promises

Day Two

- Establishing yourself as the supplier of choice
- The influencing model and each key step
- Selling benefits
- Influential key communication skills
- Questioning techniques to change thinking, manage objections and challenge assumptions; outcome, values and impact questions
- Chunking up and chunking down to change the client's thought processes
- Persuasion patterns, objection handling patterns and agreement frames
- Pacing and leading
- Managing challenging situations through to win/win outcomes
- The Keystone Account Management Model: Understand, Maintain, Develop
- Practical activities and mapping exercises

Day Three

- The Keystone Client Relationship Management Pyramid and customer tiers
- The Keystone Client Perceptions Grid
- Practical activities and mapping exercises
- Setting ongoing actions
- Key account manager communication skills
- Group exercises and facilitator coaching