

COURSE TITLE:

Building Client Relationships Through Better Insights

Harness the power of great insights to engage your clients, show understanding, and build trust through a great consultative relationship.



DESCRIPTION

The reps and account managers who stand out have an uncanny ability to unleash insight-- that 'a ha' thinking that helps a client better understand their own pain points in a way that leads to action and a deeper relationship.

Break down insights into clear components that you can uncover for even your most complex clients, all while improving your hit rate with savvier questions and empathetic listening. Through practice, group dialogue and inspiring examples of great insight, you'll build the tools to strengthen your client relationships to help them understand their business problems and drive results.

 90 MINUTES | VIRTUAL OR LIVE

OBJECTIVES



SHIFT
Shift your mindset from "inform" to "uncovering insights" in your client conversations



LEVERAGE
Leverage strong listening skills to improve their understanding of unique client needs



DEMONSTRATE
Demonstrate agility by going beyond pre-call planning to read the room and adapt accordingly



DEVELOP
Develop strong questions to build rapport and elicit comprehensive information



EXTEND
Extend personal presence by speaking less while deepening credibility



ACT
Act upon insight to reframe key information in a way that's relevant and meaningful to the person in front of you

THE FLOW

INTRODUCTION & CONTEXT

Our goal is to understand the power of insight, how to uncover it on behalf of your clients, and how to use it to bring value in every conversation

5 MIN

WARM UP: TELL VS. EXPLORE

Experience the difference between a paired conversation that's "informative" (the info dump) versus one that is curious and drives understanding

10 MIN

AWARENESS: PROBLEM-SOLVING PREFERENCES

Recognizing your client's approach to problem solving while recognizing your own preferences (and inherent bias)

25 MIN

INQUIRY

The Why Chain: using great questions to drive for authentic understanding (both for you and your clients!)

10 MIN

THE POWER OF INSIGHT

Inspiration and examples of insight and how it elevates the client experience

10 MIN

REFRAMING THE MESSAGE

Framing your insight to match the client's perspective and need state

15 MIN

CLOSE & REFLECT

Participants identify at least one element of the workshop they can incorporate into their work

15 MIN

EXPAND IT

- Learn to weave a storyline through your presentations and create an emotional connection with your audience with **Mastering the Story**
- Discover techniques to turn an overwhelming data dump into a valuable information share-out in **Storytelling with Data**
- Go deeper in understanding your (and your client's) approach to problem solving in **Problem Solving Techniques**