

'Consultative Client Relationship Skills Workshop'

Day One	Day Two
<i>Introduction</i>	<i>Introduction</i>
<p>Consultative Relationships</p> <ul style="list-style-type: none"> ✓ WIN – WIN ✓ Total Needs ✓ Needs: Defined, Identified, Latent <p>Meeting Structure and Planning</p> <ul style="list-style-type: none"> ✓ Relate ✓ Attention ✓ Interest ✓ Need ✓ Desire ✓ Objections ✓ Commitment 	<p style="text-align: center;"><u><i>Role Play #2</i></u></p> <p>Presenting the Benefits of Your Solution</p> <ul style="list-style-type: none"> ✓ "What Does It Mean To Me?" ✓ Features ✓ Benefits ✓ Confirming ✓ Leveraging
Lunch & Role Play Prepare	Lunch & Role Play Prepare
<p style="text-align: center;"><u><i>Role Play #1</i></u></p> <p>Diagnosing Client Needs</p> <ul style="list-style-type: none"> ✓ Open-Mind Questions ✓ Hear vs. Listen ✓ Listening Filters ✓ Power of Pauses ✓ Clarify, Drill Down ✓ Issues, Reason, Impact, Need ✓ Clarifying Tool <p style="text-align: center;">Needs <u><i>Practice Clinic</i></u></p>	<p>Handling Objections</p> <ul style="list-style-type: none"> ✓ They Are Really Just Needs ✓ Attitude and Process ✓ CAT vs. DOG ✓ Structured Tool ✓ "Your Price Is High!" <p>Objections <u><i>Practice Clinic</i></u></p> <p>Getting Commitment</p> <ul style="list-style-type: none"> ✓ Preparation ✓ Attitude ✓ 3 Typical Client 'Obstacles' To Getting Commitment <p style="text-align: center;"><u><i>Role Play #3</i></u></p>
<i>Evening Assignment</i>	<i>Summary and Conclusions</i>

For more information, please e-mail us at:
[**info@effectivation.com**](mailto:info@effectivation.com)

Effectivation was established in 1986 to provide consultative selling and service skills training to information and knowledge-based enterprises. Effectivation clients include consultants, e-business companies, software and hardware firms, and financial services companies in Canada, the United States and the United Kingdom. Effectivation trains people in consultative client relationship behaviours and skills. Our workshops focus on the strategic and tactical skills that can help you and your firm initiate, build and maintain long-term relationships with your clients.