

Workshop - doing your best at moments which matter most

In most fields, technically competent professionals are in oversupply. Today, clients need more than proof of your credentials to hand over their work. While all clients will have a few key selection criteria to thin the herd, when it comes to selecting your firm above another, a lot comes down to how your people perform at the moments which matter most.

Julian Midwinter & Associates can help your professionals identify these moments and maximise their impact to make certain your firm is positively noticed by both clients and prospects. During a tailored and highly participative session our expert consultant will transfer practical approaches and techniques to your people to:

- do their best with clients
- develop great dynamics with referral sources and professional contacts
- understand how clients and contacts evaluate your firm and its professionals
- do well at the moments which matter most
- make great first impressions
- establish rapport
- demonstrate credibility
- show strong "willingness to help"
- get to grips with client expectations
- put it together to be the "right choice" for your client

For a fixed fee we offer:

- pre-briefing
- customised content for your firm
- PowerPoint presentation
- presentation of workshop at your offices
- presentation handout
- evaluation sheet for participant feedback
- right to reuse these materials within your practice to reinforce learnings and build capability.

This workshop can be readily tailored for:

- early career professionals
- senior professionals
- partners
- coaches of teams.

It can be adapted for formats from 90 minutes to half day, with or without break-out exercises and role play.

If you want to increase your professionals repertoire of useful tools and techniques to connect with clients and improve your firm's client relationships, enlist our support.

Call us on +61 2 9968 4168 or email
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