

## Workshop - excellent client relationship management

Establishing and managing appropriate and effective client relationships is pivotal to success and sustainability of every professional services firm. Satisfied clients are great sources of repeat business and your best advocates for new clients. The client you have now are low cost, high yield opportunities for more and better business.

Julian Midwinter & Associates has helped scores of professional services firms improve and refine client relationship management skills to secure established clients, win new business, and expand existing relationships.

Using an informal, interactive style, all-important non-technical skills are improved, practiced, and taught. During a two hour internal professional development workshop, Julian Midwinter & Associates will work on your client management techniques and programmes as well as give you a practical framework to understand and meet client expectations.

Tailored to suit your firm and professionals' skill level, workshop content covers:

- how clients evaluate their professionals
- understanding what clients expect
- techniques to connect with clients
- doing your best at the moments which matter most
- establishing credibility
- building trust and rapport
- how to listen and conduct effective client conversations
- winning ways in client relationship management
- 20 ways to keep clients (happy) and add value to client relationships
- building client relationship minutes into every day
- tools to help - introducing the client relationship review framework.

If your professionals will benefit from some help to excel in client relationship management, contact us and we will deliver a programme to meet your requirements.

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