WENTWORTH
Enjoy your working life

Client and Account Management

Becoming a Trusted Advisor

Your ability to service and influence your clients is directly linked to how much they trust you.

The best position for anyone providing a service to be in, is to be perceived as a "**trusted advisor**" and that is what this workshop will help you achieve.

We will explore the different models of how **trust is built**, analyse where you currently sit with your clients and what you can do to improve in all the key elements of the trust model.

Outcomes:

- Know and understand how to apply the Trust Equation
- Understand the dimensions that directly impact trust in the client relationship
- Know where you are most vulnerable in your client relationships and how to fix that
- Know how to leverage key relationships to improve profitability
- Know how to protect your position of trust and influence with your clients.

As well as providing diagnostic and process tools, the workshop also looks at specific skills for **engaging and working with clients** as a trusted advisor.

The benefits are clear, as trusted advisors our advice is heard and sought after; we ring fence the client from our competitors and inevitably it leads to a more **profitable and successful relationship**.

Book this course if:

- You are looking to develop account managers in B2B roles, sales and business development professionals or key account managers.
- You want to proactively manage your client relationships in a way that increases good communication, reduces conflict and ensures you retain and grow your business.

To book, email us
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