



## In our modern customer driven economy we are constantly being challenged to develop new business as well as being judged in our ability to serve our existing clients.

**Module 1, Developing new business and retaining existing clients, is a practical and interactive workshop exploring business development opportunities and how to make the most of them. We explore how we can promote excellence in our clients' experience in dealing with us.**

Increasingly, we need to be smart about driving and developing new business. Your clients are your best sales force. They will always recommend a product or service if they have had a positive experience. Likewise, you can lose years of good work if a client has had a less than satisfying experience. In our personal lives we are very quick to judge our consumer experience and all have personally recommended or warned people about poor service. In this modern customer driven climate we cannot afford to let any opportunity to develop revenue through client development and retention pass us by.

This workshop is designed for all client facing staff and will explore the following:

- **The client buying process** – how people make purchasing decisions and how we can maximise our position.
- **Psychology of buying** – in this world of sales overload, we examine how clients look for buying short-cuts.
- **Client types** – we look at their personal buying styles and how we can serve them better.
- **The client journey** – satisfying client expectations is key to on-going business development from existing clients.

This workshop is designed to be engaging and easy to follow for those seeking a deeper understanding of how to connect with more clients and serve them better.

### “How is it done?”

All of our workshops are developed with high levels of input from delegates. We professionally coach our delegates rather than tell them what to do. By doing this we achieve maximum learning, high relevance to Chambers and embed change.

Delegates will experience low levels of PowerPoint and high levels of interaction, leaving with all course notes and extended reading material.

### “What will I get from attending?”

- Confidence in how to spot stages of the buying process and how to drive better results
- Understand what helps cut through the complicated process of making a purchase
- Discover the psychology of how to interact with a client to gain improved results
- Examine Customer Service standards and how to drive them for better effect