



## OVERVIEW

This hands-on one-day workshop is designed to equip participants to have more effective face-to-face conversations with clients.

### By the end of this workshop participants will be able to:

- Articulate the business development behaviors that lead to high performance
- Assess themselves against core business development skills
- Analyze the core relationship skills from The Edge program
- Appropriately and effectively manage their expertise
- Demonstrate the ability to react appropriately in a client conversation
- Practice opening a business development discussion
- Create better questions that cause the client to think, evaluate or speculate
- Offer insight in a far more compelling manner
- Practice client conversation skills
- Request clear commitments and next steps

## PROGRAM FLOW: KEY CONTENT AREAS

### Welcome

- Introduction, Learning objectives
- Current research and implications
- The problem with “*Challenger Selling*” and the solution
- Core conversation skills and assessment

### Fundamentals of Relationship Building

- Accommodating feelings
- Vulnerability
- Being present
- Hot Seat Application

### Call Process

- Open, manage and close
- Challenges in each

### Opening

- Articulating the purpose
- Purpose benefit and check
- Real Play Application

### Manage

- Power questions
- Listening
- Offering insight with uncertainty

### Close

- Commitment
- Putting it all together – Fishbowl Activity

### Workshop Close