

# Client-Centric Mindset

This engaging one-day program is designed to equip sales professionals in engaging in a client “agenda” conversation – a type of conversation intended to create a deeper understanding of the challenges and opportunities, both personally and professionally, the client is facing.

## Learning Outcomes

- Use the agenda conversation to seek the client’s story
- Recognize the impact to trust on leading an agenda conversation
- Create better questions
- Stay in a conversation despite not being an expert
- Listen for deeper meaning and therefore identify both cognitive and emotional drivers
- Stay on the client’s agenda despite all of the pressures to focus on your own agenda
- Define what is actually insight
- Contribute insightfully

## Program Flow

### Welcome

Listening, questioning and trust  
Learning objectives  
Reframing

### Trust

Trust equation deconstructed  
Credibility  
Reliability  
Intimacy

### Agenda Conversation Model

Review and value

### Listening (Proactively)

Challenges to listening  
Where does our attention go?  
Sense, evaluate and respond  
Listen for deeper meaning  
Application

### Questioning

We are not good at asking questions  
Quasi-curious vs. Genuine curiosity  
What makes a better question?  
High-impact questions  
Staying curious as an expert

### Listening

Video exemplar  
Playing back their story  
Model and pair interviews

### Contribute Insightfully

Less is more  
What is insight? Who determines?  
Sources of insight  
Insight with humility (power of uncertainty)  
Quick practice

### Workshop Close

Workshop evaluation