Building Client Relationships

Clients do business with people they like and trust if they are buying high value professional services. In the eyes of clients, the technical competence of professional advisers is no longer a differentiator – often it is the relationship between professional advisers and their clients which the client uses to select and differentiate one firm from another.

A professional's ability to influence the client relationship occurs in every transaction and communication with the client, and the way this is conducted determines whether the relationship is enhanced or stagnates.

This interactive workshop looks at how to build and sustain profitable client relationships.

Objectives

By the end of the programme delegates will:

- be able to describe how client relationships develop
- know how to manage their own interpersonal style to develop more effective relationships
- have planned strategies for developing relationships with their own clients.

Benefits

This course will provide a number of practical techniques which will help partners and fee earners to:

- strengthen relationships with existing clients
- be successful in establishing new relationships
- strengthen their differentiator in a competitive market place
- make business more profitable
- identify new business opportunities.

Course Content

- How client relationships develop
- Assessing the status of individual client relationships
- Strategies to develop client relationships
- Activities to build the personal and business relationship
- Initiating new relationships – the Trust Triangle
- Managing interpersonal style to strengthen client relationships.

Pre-course work

If run as two half days, there will be a short piece of between-course work that delegates will need to do prior to attending Day 2. This helps them to prepare for the 2nd day and allows us to spend maximum time on practical activities during the course.

Duration

1 day (or 2 ½ days if preferred)

Facilitation

1 trainer to 8 delegates

Group Size

Max group size is 8 to allow the trainers to provide delegates with individual input.

Who should attend

Partners and Fee Earners who have face-to-face contact and are responsible for managing client relationships.

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