



Corporate Relationship Management for Business Development

To focus on inculcating soft skills to corporate staff including relationship managers, officer and analysts to enhance their relationship management skills with major customers. Key training areas include

- ✓ Dealing with corporate customers
- ✓ Better understanding business models
- ✓ Customizing services
- ✓ Contributing to their businesses by providing them value added advice
- ✓ Flexible and tactful handling of difficult but important customers
- ✓ Marketing and presentation of product and service portfolio
- ✓ Maintaining & importance of confidentiality

Workshop Outline

- **Understanding Your Key Customers:** To explain why it is important for a Corporate Sales Person (officer/manager) to understand the overall business model and personality of major customers. The Key Areas to Focus while understanding the business structure and personal attitudes. Why a Corporate sales person should have a broad mindset and look at the big picture, understanding the cultural orientation of your client?
- **Handling Difficult, Sensitive and Dissatisfied Customers:** Primary reasons behind customer objections, steps involved in handling complaints and objections, different types of difficult customers
- **Business Development:** How to get more business with the same client, understanding what kind of services the client is availing and what your company is offering, turning relationships into business, an overview of your business model and income streams.
- **Marketing your Products:** Understanding the strategic fit between your products and customers' business, customer education, focusing on relevant aspects of your products and service portfolio, possessing up-to-date market knowledge.
- **Marketing Yourself:** Important aspects of personality development and presentation, clients' expectations and observations with their other vendors, 'Balancing' yourself is the key to success.
- **Confidence Building Measures:** Winning the trust of your customers, demonstrating personal integrity to your clients, making your customer relaxed and candid with you and why confidence building is key to success?
- **Corporate Communications:** Latest trends in business writing, how to write an effective letter or email, customizing yourself to client's personality and communication abilities, maintaining an ethical and respectful attitude.
- **Maintaining Confidentiality:** Maintaining confidentiality and practicing discreteness on sensitive information (either your company's or other customers' info) while in discussion with customers/outside agencies. Importance of maintaining confidentiality.

