



THE INFLUENCE BUSINESS

Raise your level of influence

POST NETWORKING - DEVELOPING RELATIONSHIPS

Overview

This very practical **half-day programme** for a maximum of **six participants** seeks to help you build relationships in business after establishing initial contact. Making the contact is one thing. Developing it is quite another and many opportunities are squandered.

Your challenges are several: Content – what will you say that is of interest and relevance to the other person? Medium – email, telephone, letter, meeting or a combination? Structure – can your prospect answer the “what’s in it for me?” question? Timing – when should you talk business and when not? Confidence – are you sufficiently confident to call in the early days of a relationship? And how will you differentiate yourself and your firm? The client has a choice.

You are involved either in making that initial telephone call or attending the subsequent meeting. Starting shortly after making initial contact with your prospect, you look at what you might do to build a relationship and how you might do it.

Aim

To give you the knowledge, skills and confidence to build relationships in business after establishing initial contact with a view to being appointed at some stage in the future.

Outcomes

At the end of the programme, you will:

- Understand how to make your proposition appealing when you follow up with your prospect
- Be aware of your options for follow-up, their advantages and disadvantages
- Have the confidence to make that initial phone call
- Be able to handle the unexpected during that call
- Have experienced what it is like to be on the receiving (prospect) end of an early relationship-building meeting
- Know what skills and behaviours work for you and have the confidence to deploy them authentically both on the phone and in a meeting



THE INFLUENCE BUSINESS

Raise your level of influence

POST NETWORKING - DEVELOPING RELATIONSHIPS

Outline Programme

1. Identifying and discussing individual experiences and challenges
2. ACE Model of client relationship behaviour
3. Making telephone calls early in the relationship
4. Following up with a relationship meeting

Methodology

As participants, you are involved in practical matters early in the programme and use the live experience as a vehicle for learning skills relevant to yourself. You will experience either making a telephone call or holding a meeting, and when not the prime participant, will either be on the receiving end of the call or meeting, or acting as an observer. The role of 'prospect' is played by an actor/facilitator.

The Influence Business Ltd St James House 3 Kensington Square London W8 5HD UK

E info@TheInfluenceBusiness.com T +44 870 428 8191 M +44 7947 308274 W www.TheInfluenceBusiness.com

REGISTERED IN ENGLAND NO 5860154 REG. ADDRESS 3 DERYN COURT WHARFEDALE ROAD PENTWYN CARDIFF CF23 &HB VAT REG. NO 892 187094