

THE INFLUENCE BUSINESS

Raise your level of influence

WINNING BUSINESS IN ONLINE MEETINGS

Overview

This programme, split over two 90 minute online sessions, is for four members of your firm. It offers a totally risk free and highly realistic environment in which to develop, refine and practice the art of winning business in online meetings. The attendees will experience and absorb the techniques required to differentiate themselves and your firm in such meetings, and to focus on the needs of the client rather than on the features of your firm. They will learn how to come across as a team working together, interested in the client having got under the skin of their problem. They will also see how your firm comes across in the eyes of the client.

The programme will be run by our winning business expert with twelve years' experience as head of proposals for a 'Big Four' accountancy firm and working with Magic Circle law firms. He will act as the 'client'.

The attendees will participate in a short business meeting with a client in the first session. This meeting will be reviewed and discussed immediately afterwards and feedback given. The client meeting will be videoed for attendees to review later. They will also take away from this first session an individual action plan and guidance on how they can improve their online meeting skills.

The second 90 minute session will be held a week later after the attendees have reviewed the feedback and video, addressed the action plan and made changes to their meeting plan. They will again participate in the same client meeting to demonstrate the learnings from the first session. Feedback will be given and an action plan developed. The second client meeting will also be videoed for attendees to review.

The timing will run to the 90 minute timetable, but the tutors will remain online after the session for as long as any participants wish to discuss matters.

Aim

To develop in you the skills and confidence to win more work by differentiating yourselves and your organisation in on-line meetings.

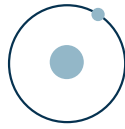
Outcomes

At the end of this programme you will:

- Differentiate yourselves as an organisation the client 'wants' to work with
- Minimise price objections by building value early into your proposition
- Understand how to structure your online meeting for the client's benefit
- Adopt a relaxed and conversational delivery
- Know what behaviours work for you in an online meeting, what do not and why
- Be able to handle questions confidently and with conviction
- Understand the power of questioning to demonstrate interest and expertise
- See how your team appears from the client's side of the table

Methodology

Our team includes high level experience of winning work in the professional services community. The real benefit for the audience is that you see the online meeting, from the client's perspective, which allows you to consider what worked well and what you might do differently.



THE INFLUENCE BUSINESS

Raise your level of influence

WINNING BUSINESS IN ONLINE MEETINGS (4 PARTICIPANTS)

Day 1 (90 minutes)

Introduction

How clients decide who to appoint

Business meeting for participants 1 and 2 (3 & 4 observe)

- 10 minute meeting with 'client' and Q+A session (videoed)
- Feedback from coaches and all participants

Business meeting for participants 3 and 4 (1 & 2 observe)

- 10 minute meeting with 'client' and Q+A session (videoed)
- Feedback from coaches and all participants

Tutorial - On line no-brainers and top tips / dealing with questions / visual aids

Summary and close

Overtime

Day 2 (90 minutes)

Re-cap

Business meeting for participants 1 and 2 (3 & 4 observe)

- 10 minute meeting with 'client' and Q+A session (videoed)
- Feedback from coaches and all participants

Business meeting for participants 3 and 4 (1 & 2 observe)

- 10 minute meeting with 'client' and Q+A session (videoed)
- Feedback from coaches and all participants

Tutorial - Questioning techniques / Impact

Summary and close

Overtime

