

## Advancing Client Interactions

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*Business  
Issue*

When asked what is the biggest issue a professional has in completing tasks, assignments, or projects on time and on budget, the number one challenge is “people.” The amount of time wasted and frustration incurred directly impacts the bottom line. Productivity, decision-making, and optimum results are directly affected by the ability of individuals to interact **effectively** with clients, team members, vendors, and partners.

Moreover, your people are representing the company when they are working with clients. Are they armed with the skills and professionalism needed to differentiate your company from the competition? Some people call it “soft skills,” but companies that are clear on their competitive advantage are also clear that their people can make it or break it in front of their clients.

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*Advance  
Consulting  
Solution*

Every interaction has the potential to improve or detract from the overall business results. Increasing the skills of your organization to effectively manage interactions leads to improved productivity, efficiency, and satisfaction.

*Advancing Client Interactions* is all about partnering with others “in the moment.” This translates into planning and preparing for the interaction, having a roadmap for managing the interaction, being flexible “in the moment” while staying on task, and most importantly, truly listening to what is important to the client/team member to achieve optimum results.

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*Program  
Content*

- ◆ **Planning for the Interaction and Problem Prevention:** Using a real-life situation, plan for the interaction by analyzing the situation, personalities involved, and known issues. In addition, learn to get mentally prepared, define the goal, set the stage for the interaction, and overcome resistance.
- ◆ **Conducting the Interaction:** Learn to focus on “asking” versus “telling”; asking questions that get results; listening to understand the client’s stated and unstated needs and issues; and determining the most appropriate response based on verbal and non-verbal feedback and understanding and managing resistance.
- ◆ **Responding and Intervening:** Influence the outcome of the interaction by: gathering complete information before responding; responding based on what is important to the client and the situation; remaining flexible during the interaction based on what you are hearing; diffusing tense situations; and using a three-step process to build agreements.

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*Target  
Audience*

Professionals who interact with clients, alliance partners, team members, management, vendors, and peers.

*(continued)*



## Advancing Client Interactions *(continued)*

<hr/> <i>Program Delivery</i> <hr/>	<i>Advancing Client Interactions</i> is delivered in a one-day, interactive format. It can also be delivered in modules.
<i>Learning System Approach</i> <hr/>	Our team will work with you from launch through implementation and reinforcement. Our goal is to ensure that the skills and tools learned are applied and integrated with your methodology and processes to achieve your business results.
<i>Business Results</i>	<b>Targeted Solutions</b> <ul style="list-style-type: none"><li>◆ Focus on identifying root causes and on what is important to the client, <i>before</i> providing solutions</li><li>◆ Recommend solutions based on what is important to the individual, the client, and the situation</li><li>◆ Manage resistance and influence client thinking</li><li>◆ Offer targeted solutions instead of excuses and explanations</li></ul> <b>Process and Productivity Improvements</b> <ul style="list-style-type: none"><li>◆ Improve productivity by focusing on “what is important” vs. “nice to have”</li><li>◆ Avoid rework by determining “in the moment” the best course of action to take</li><li>◆ Move projects along faster through planned and well-thought-out interactions and meetings</li></ul> <b>Employee and Client Satisfaction</b> <ul style="list-style-type: none"><li>◆ Achieve results and heighten overall client satisfaction by eliminating time wasters, learning how to listen, and tailoring solutions that are specific to the client’s needs</li><li>◆ Build confidence and increase morale through effective interactions</li></ul>

*Advance Consulting is a professional development firm that specializes in helping people build powerful, influential partnerships with internal and external clients. Our mission is to increase productivity, customer satisfaction and overall profitability. Through state-of-the-art consulting services and workshops offered throughout the U.S. and internationally, we teach professional and technical experts the behaviors and practices that enable them to work as consultants and trusted business partners.*

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