American Management Association®

Becoming a Trusted Advisor: How to Develop More Valuable Customer Relationships

Learning Objectives

- Apply Skills That Strengthen Client Relationships
- Recognize Behaviors That Earn the Trust and Confidence of Clients
- Build a Deep Understanding of Client Needs So You Can Help Them to Better Achieve Their Goals
- Interpret Situations to Adapt Your Communication Style

Client Focus

- Distinguish Between a Client-Facing Representative and a Trusted Advisor
- Uncover a Client's Challenges and Desired Business Outcomes

Communicating Effectively

- Use Communication Skills to Build Rapport and Trust
- Develop Your Listening Skills and Understand the Value of Doing So
- Ask Questions Appropriate for the Situation
- Recognize the Power of Nonverbal Communication
- Initiate Conversations

Adapting Your Communication Style to Match Your Client's

- Recognize the Personal Styles of Different Clients
- Plan How to Identify and Align with Different Client Styles
- Practice Using Your Knowledge of Personal Styles to Communicate More Effectively

Addressing Challenging Client Situations

- Diagnose Challenging Client Situations and Respond in Ways That Benefit the Relationship
- Turn a Challenge into an Opportunity
- Respond to Defensiveness

800.854.4493 | amanet.org/5166