



## Client Sales Conversations

A 2-hour Virtual Classroom (up to 12 participants)

### Who is it for?

Anyone required to engage with clients with the purpose of uncovering opportunities:

- repeat work
- new work in different part of the client's business
- seek referrals

### Content:

- Planning for meetings
- Introduction to the 3i model
- Engaging clients from the very beginning
- Building rapport
- Developing a clear understanding of the person, the business, goals, challenges
- Inspiring the client to take the next step

### Takeaways:

- A clear, simple, effective structure for selling meetings
- A working knowledge of what motivates clients to buy
- Developing new communication skills
- Increased confidence

### Return on investment for the business:

- More selling conversations
- More opportunities identified
- Higher win-rate on proposals