

# Customer Engagement

one-day  
fast paced  
course



- ▷ **Develop rapport when talking with customers**
- ▷ **Understand customer's needs and issues**
- ▷ **Develop a strategy for running effective customer meetings**

**Helping technical specialists communicate effectively and confidently with customers**



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### Overview

This fast paced, interactive programme is designed to give people, who have had little (or no) exposure to influencing and customer care strategies, knowledge of the core techniques for building strong client relationships. Learning these methods increases the chances of a good outcome for any given project and so enhances the probability of winning additional business. The workshop will help participants to build rapport with clients; analyse customer requirements and explain their solutions in a highly persuasive manner. Attendees will also master the ability to develop strategies for planning and running highly effective customer meetings.

**Learning objectives** By attending this highly interactive one-day course you will:

- ▷ **Understand how to build good customer relationships**
- ▷ **Acquire methods for uncovering the customer's needs**
- ▷ **Understand the importance of making a persuasive case**
- ▷ **Learn how to say 'no' to unreasonable demands**
- ▷ **Master techniques for structuring effective customer meetings**

### Pre work

In advance of the workshop delegates will be asked to set detailed 'learning goals' for how they want to develop their interpersonal skills when dealing with their customers.

### Who should attend?

Project, R&D, IT, technical and sourcing staff who are actively engaged with supporting customer projects and who need to understand the core influencing strategies that will enable them to communicate effectively with their clients and achieve mutually beneficial outcomes.



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## Benchmarking role plays

Initial role-plays, based on running a customer meeting, in order to assess the current skill levels of the participants and help to define learning goals and development needs.

▶ **Exercise:** *role-plays and identifying current strengths*

*and possible improvements*



## Rapport Building

People respond well to people they like and trust so here we look at building compelling customer relationships.

- ▷ Matching body language
- ▷ Matching vocal patterns
- ▷ Matching language
- ▷ Matching – a warning about what can go wrong
- ▷ The 'Leading' technique
- ▷ The 'Solve Their Problem' rapport method (STP)

▶ **Pairs exercise:** *practising matching techniques*



## Understanding customer needs

This set of tools is concerned with asking high quality questions that map out what the client needs to see, hear or feel in order to know that their concerns have been fully understood and their expectations met.

- ▷ The logical levels concept
- ▷ Moving up logical levels
- ▷ Moving down logical levels
- ▷ Moving across logical levels
- ▷ The logical levels meeting process

▶ **Pairs exercise:** *conducting logical levels interviews*



## Communication skills

Having a 'tool box' of highly effective communication techniques for dealing with difficult situations (including saying 'no' to unreasonable requests) and for reaching agreement on action points and timelines.

- ▷ The three step assertive technique
- ▷ The Car Park 'no'
- ▷ The progressive 'no'
- ▷ The persuasion pattern

▶ **Pairs exercise:** *practising communication techniques*



## Structuring customer meetings

Learning how to plan for a customer meeting so that all of the company's employees have a common understanding of the issues and have an agreed strategy for taking things forward when they are sitting across the table from their clients.

- ▷ Collecting the evidence (*organising the facts*)
- ▷ Stakeholder analysis (*identifying the key decision makers*)
- ▷ Position perception (*learning how to identify your own goals and how to step into customers shoes so you can anticipate their requirements*)
- ▷ Agree the strategy for the meeting (*align your internal team with the meeting goals and the customers' requirements*)

▶ **Case Study:** *planning a customer meeting*

## Running customer meetings

Case study and role play

Running a customer meeting in order to put into practise the lessons from the training.

▶ **Group exercise:** *Role-plays*





## The BMC programme philosophy

### Customisation

All our programmes are run on an in-house basis and (where appropriate) we conduct interviews and facilitate focus groups to gather information with which to write bespoke case studies that precisely reflect the culture and work environment of the participants.

### Feedback

Feedback is based upon peer review using a BMC assessment checklist. Completing the BMC assessment checklist is not only valuable to the people involved in a given case study, it also helps those completing them to gain an in-depth understanding of the building blocks that make up excellent customer engagement.

### Course structure

There is an option of following the workshop with a three month long Action Learning project to link the lessons from the training back into the workplace. If this option is selected there is a closure workshop at the end of the project phase where delegates present how they have applied the techniques learned on the course into their daily work routines.

### Contact

Further information is available by contacting Boulden Management Consultants at:

- ▷ email: [bmc@Boulden.net](mailto:bmc@Boulden.net)
- ▷ telephone: UK 0844 394 8877 - International +44 1788 475 877
- ▷ website: [www.Boulden.net](http://www.Boulden.net)



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