



Program Overview

This program provides you with the opportunity to:

- Think strategically about critical client relationships
- Analyse important influences on key client decisions
- Determine and prioritise effort to build and sustain profitable relationships
- Engage others in your organisation to support the development of key relationships

Outcomes

- Deeper understanding of factors and people influencing key client decisions
- Clearer competitive positioning of your firm's capability
- Increased probability of success with key clients

Organisational Benefits

- Greater alignment of organisational resources around key client relationships
- Clearer differentiation of capability with important clients
- Increased profitability of key client relationships

Participant Profile

This program is designed for those who drive, participate in or support key client relationships. It will challenge conventional or historic approaches to building and sustaining profitable relationships with key clients.

Building Upon Strengths Through Coaching

Coaching is a powerful methodology to increase self insight, facilitate learning, and clarify ideas in order to build relationships with others.

This program offers the supplementary option of account-specific coaching to maximise the profitability of individual clients.

“Prioritising effort and improving communication will deliver measureable results”

channel:	Length	Group size	Room	Includes
	1/2 day workshop	5 - 50+	Optional: board, café	Participant notes Pre-reading articles Post reading articles

Channel Development: Accelerating People & Performance.

info@channel.net.au or +612 9221 0008