

# Use conversations to build “trusted advisor” status with your customers

Become the preferred vendor by listening to, questioning and engaging customers in productive conversations.



A day of experiential learning to start you on the track to more valuable customer interactions

## Do your customer conversations:

## Learn how to:

- |   |   |   |  |
|---|---|---|--|
| X | Focus on what you do, rather than what the customer needs?            | ✓ | Demonstrate customer focus in every conversation   |
| X | Feel like a frustrating competition to be heard without interruption? | ✓ | Apply active listening techniques to improve the customer’s experience                   |
| X | End up unsatisfying as you walk away without answers?                 | ✓ | Ask the questions that will give you insight into the customer’s issues and requirements |
| X | Cover the same ground, without real progress?                         | ✓ | Prepare for conversations that will advance the customer relationship                    |
| X | Seem to confirm information that is later contradicted?               | ✓ | Play information back for validation   |



I would recommend Shipley to organisations wishing to stay at the cutting edge of customer needs and an understanding of what they really want!”



## 88% Win Rate

Learn how to win 88% of the bids you respond to - that’s our win rate over a 3-year period, as audited by Ernst & Young



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## Detailed workshop outline

### The value of customer-focused conversations

- Understand how customers buy
- Exercise: Foreseeing the outcome
- What makes them trust you?
- Exercise: Identifying factors that can build customer trust
- Step up in the hierarchy of trust
- Exercise: Understanding customer attitudes
- Make the transition from vendor to trusted advisor
- The four steps of customer-focused conversations

### Active listening

- Be aware of the barriers to listening
- Exercise: Identifying your own barriers to listening
- Apply active listening skills
- Note and use the customer's language
- Exercise: Listening to each other
- Align your non-verbal communication
- Consciously manage your body language
- Exercise: Listening and observing non-verbal communication
- Exercise: Assessing your conversational style

### Adaptive questioning

- Keep it simple
- Exercise: Understanding the importance of knowing your customer

- Recognise different questioning styles
- The three types of questions required for Customer-Focused Conversations
- Communicate your good intent
- Use the three types of questions to direct conversation
- Help customers discover potential benefits
- Answer questions with positive intent
- Exercise: Identifying the source of customer questions
- Six reasons why a customer might question you
- Keep the focus on the customer
- Answer questions thoughtfully

### Practical preparation

- Research the customer's vision, motivators, and hot button issues.
- Define your next realistically achievable objective.
- Remember that people buy from people
- Exercise: Researching new people
- Prepare using practical steps and tools
- Use a Customer Meeting Planner
- Plan for success
- Exercise: Using the strategy template
- Exercise: Drafting a Meeting Plan

### Collaborative validation

- Confirm any new understandings with the customer
- Incorporate learnings in follow-up activities

Shipley provides consulting and training services focused on winning business in highly competitive environments.

We are a 40-year-old global organisation with offices throughout North America, Europe and Asia Pacific that support over \$300Bn in bids each year. We have trained over 45,000 BD professionals in 33 countries.



As a valuable addition to your library, you will also receive a copy of the Shipley Capture Guide, documenting best practice in planning and implementing effective campaigns to win business.

## Recommendations from previous participants

"The information was novel compared to what I have received previously. Felt like a fresh approach."

"Now I can have more difficult conversations and be confident in them."