



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

How can you use each meeting with your customer to deepen your understanding of them and create a relationship of trust?

Participants will learn and practise techniques for engaging buyers through conversations that explore their existing concerns and their vision for the future to understand whether and how your business can support their success.

Do your customer conversations:

- ✗ Default to a seller focus as you tell the customer about what you do?
- ✗ Become a competition to be heard as one or both parties interrupt?
- ✗ End up unsatisfying as you walk away without answers?
- ✗ Cover the same ground, without real progress?
- ✗ Seem to confirm information that is later contradicted

Learn how to:

- ✓ Demonstrate customer focus in every conversation
- ✓ Apply active listening techniques to improve the customer’s experience
- ✓ Ask the questions that will give you insight into the customer’s issues and requirements
- ✓ Prepare for conversations that will advance the customer relationship
- ✓ Play information back for validation

This instructor-led online or face-to-face course is delivered in a single day, with breaks to complete case study exercises.

### WHO SHOULD ATTEND?

- Opportunity Managers
- Business Developers
- Sales Professionals
- Sales Management
- Project Managers
- Anyone who talks to the customer and plays a part in identifying, qualifying and advancing opportunities.

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

*“Now I can have more difficult conversations and be confident in them.”*



## COURSE CONTENTS

### The value of customer-focused conversations

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

### Active listening

- **Exercise:** Foreseeing the outcome
- Be aware of the barriers to listening
- **Exercise:** Identifying barriers to listening
- **Exercise:** Identifying your own barriers to listening
- Apply active listening skills
- Clarify the emotional content
- Note and use the customer's language
- **Exercise:** Listening to each other
- Align your non-verbal communication
- Consciously manage your body language
- Be aware of their body language
- **Exercise:** Listening and observing non-verbal communication

### Adaptive questioning

- **Exercise:** Understanding the purpose of asking questions
- Recognise different questioning styles
- Keep it simple
- Use the three types of questions to direct conversation
- **Exercise:** Guiding a conversation with adaptive questioning
- Help customers discover potential benefits
- Answer questions with positive intent
- **Exercise:** Identifying the source of customer questions
- Keep the focus on the customer
- Six reasons why a customer might question you
- Answer questions thoughtfully
- What is customer focus in conversations?

### Practical preparation

- Research the customer's vision, motivators, and hot button issues
- Remember that people buy from people
- **Exercise:** Researching new people
- Define your next realistically achievable objective
- Prepare using practical steps and tools
- **Exercise:** Using the strategy template

- Prepare for success
- Use a Customer Meeting Planner
- **Exercise:** Drafting a Meeting Plan

### Collaborative validation

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

## WORKSHOP MATERIAL

- Shipley Capture Guide
- Shipley workbook with slides
- Tools and templates



## DIGITAL BADGE AND CERTIFICATION

On completion of the workshop you will receive a **digital badge** which you can share via social media.



SHIPLEY  
**CERTIFICATE  
OF ATTENDANCE**  
*Customer Focused  
Conversations*

This training can also contribute to your certification in Shipley best practice.



For more information about how to achieve certification, check out our website.