



# Client Engagement Skills

## Building trust-based, sustainable client relationships.

Clients develop expectations about how suppliers perform and behave. To exceed those expectations and become your client's trusted advisor, you need to develop high-impact client engagement skills that positively differentiate you from your competitors. Korn Ferry's Client Engagement Skills program empowers you to go beyond the normal range of client expectations—allowing you to create truly effective and sustainable business relationships.

Client Engagement Skills is about mastering a set of behaviors and relationship-building skills that put your customers first and identifies you as a trusted business partner, not as just another supplier. This program provides a systematic framework for developing strategic long-term customer relationships.

Most people who have direct client contact are often too eager to tell clients about their products, services, or solutions. In taking this approach, they position themselves on the opposite side of the table; your clients sense it, understand it, know it, and reject it.

Client Engagement Skills employs proprietary models and processes that set this approach apart from other client or customer relationship training programs. The program provides a suite of tools that include:

- ▶ Korn Ferry behavioral differentiation model.
- ▶ Korn Ferry facilitative questioning process.
- ▶ Needs and goals analysis tools that uncover your client's goals, key issues, and needs.

### At a glance:

Client Engagement Skills empowers sales leaders and their teams to go beyond the normal range of client expectations—allowing them to create truly effective and sustainable business relationships.

### Performance objectives:

- ▶ Create behavioral differentiation that matters to your client.
- ▶ Build trust and credibility with a client through listening and asking the right questions.
- ▶ Influence appropriately and effectively.
- ▶ Establish the client's real needs.
- ▶ Effectively qualify opportunities.
- ▶ Build solutions around the client's goals, key issues, and needs.
- ▶ Gain commitment to action.

## Positive client-facing influence.

The cornerstone of successful client relationships is effective communication. Influence is one of the most powerful tools for enhancing business and client relationships. Client Engagement Skills teaches you how to increase personal and client engagement effectiveness by adapting positive influence techniques to a variety of situations. This program is designed to help individuals learn to influence consciously to achieve better business results. Influencing with integrity preserves relationships, encourages communication, and leads to the desired client relationship. The program participants interactively explore the overall concept of influence and apply it specifically to client relationship building.



Program participants learn which influencing techniques are most effective for fostering commitment in clients and others, and which techniques only result in compliance. The program engages participants in a variety of client-facing role plays and exercises to practice the ten positive techniques for building trust-based client relationships.

## Behavioral differentiation.

Including the Behavioral Differentiation Model in this program allows you to learn ways to behave toward your clients that create competitive advantages for you. Behavioral differentiation means consciously thinking about your client's experiences at every touch point. As you learn to engage using this model, those observable behaviors that clients notice and value become the basis for creating preference for you and for enhancing your client relationships at every level.



Throughout this program, participants engage in identifying and learning how to implement differentiating behaviors that lead to strong client relationships that result in competitive advantages for you.