



## **Communication Strategies for Building Client Relationships**

Duration: One day

Time: 9am – 4pm

For: Service Professionals

### **PROGRAM OBJECTIVES**

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At the end of the workshop, service providers will be able to go back to their workstations and apply the strategies and guidelines for developing conversational skills; building trust with clients; and overcoming clients' reluctance to divulging sensitive information.

### **METHODOLOGY**

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Workshop consists of lecture/discussions, visual aids, individual and group activities.

### **Content Domain**

- Strategies for building conversational skills
- Vocal communication
- Guidelines for a more effective verbal communication with clients
- Identifying five roadblocks to effective communication
- The three phases of the clients experience with a service provider
- Basic fundamentals of selling a service to a client
  - Common types of client concerns
  - General strategies for negotiating client concerns
  - Specific methods of negotiating client concerns
- Guidelines for a more effective verbal communication with clients: managing different client behaviors
- Strategies for building trust between the service provider and the client
- Strategies for overcoming client resistance to divulging sensitive information

Tel: 876-754-3263

csaj@cwjamaica.com

www.csajonline.com