

# Building Effective Business Relationships

A memorable one day workshop for professionals who need to communicate with, sell to or influence other people who may be 'different' to them



## Summary

We all know people who can build rapport with and influence people who are 'like them', but struggle to work with others who are *different* to them – whether this is because the other person is less direct, more analytical, demands proof or needs more detail etc.

In fact, one of the differences that distinguishes top professionals is their ability to recognise the right personal 'style' to use with different people and be able to adapt / fine tune their approach.

This workshop introduces a simple but powerful personality model, INSIGHTS, which allows you to develop more versatile communications strategies

## Topics Covered

- Introduction to INSIGHTS
- Understanding our potential strengths and weaknesses when selling to or influencing others
- How to identify other people's preferences
- Strategies for adapting and connecting to others in a variety of situations – for example in first meetings, emails, presentations, negotiations, meetings

Each person will receive a comprehensive personal 29 page report, following the completion of an on-line questionnaire



## Outcomes and Deliverables

Participants will develop...

- An understanding of their communication strengths and possible weaknesses
- An action plan to maximise their strengths and address their weaknesses
- The ability to identify others' preferences from emails, greetings etc
- The ability to build trusted advisor relationships with a wider variety of clients and colleagues
- Strategies to build rapport with others whom they might previously have thought as 'difficult'



*“Have finally come back to earth after the course - once again, many thanks for a truly enjoyable and rewarding workshop”*

Simon Beech, Atos Consulting, UK