

# THE KEY

BUILD DEEPER CLIENT PARTNERSHIPS  
TO UNLOCK NEW OPPORTUNITIES.

## Summary

Have you faced client challenges that you didn't know how to handle? Or are you currently working with difficult clients that you can't seem to influence and who are deaf to your ideas? If so, this transformational three day experiential programme could hold the key to your success.

The Key will equip you with a range of powerful influencing skills, enhancing your ability to communicate with greater confidence and gravitas in challenging situations. It will also help you to build a bond of trust through deeper understanding your clients and their hidden drivers.

## Keys to your success

- Lead client meetings with confidence and gravitas
- Build greater levels of trust so your clients have the confidence to be open and transparent
- Understand your clients hidden drivers and how to use these to inspire, motivate, influence and sell
- Use a simple but powerful formula so clients are more likely to choose your recommendations
- Unlock new opportunities to drive greater business success and results

Delegates will regularly participate in experiential learning and team exercises built around their own clients, receiving peer and facilitator feedback throughout. Note, in advance of attending this course, delegates are required to participate in a half day of eLearning. Note, in advance of attending this course, delegates are required to complete pre-reading and also deep reflection on their client challenges.

## What delegates are saying

*An outstanding programme. Has given me the motivation and confidence to lead in these fast changing times.*

## DAY ONE: ENGAGE

Strengthen client engagement via conscious and unconscious rapport; Using the Change Pattern to drive influence.

## DAY TWO: BELIEFS AND VALUES

Overcome personal limiting beliefs; Powerfully handle any client objections; Use the client's hidden drivers to your advantage; Frame conversations for success.

## DAY THREE: TRANSFORMATION

BIG Skills practice to embed knowledge; Peer and trainee feedback; '30-day challenge' action plan

## POST PROGRAMME DEBRIEF

Action Learning Set for peer and facilitator;  
Review of 30-day challenge results.

**Duration** 2.5 days + 0.5 day follow up workshop

**Target Audience** Client facing talent (Mid-level +)

**Number of Delegates Max.** Twelve delegates

**Number of Facilitators** Two

**Course Location** Available globally off site or at client's office

**Investment Costs** £15,000 + VAT

**Cost Excludes** Venue; hotel and travel costs, AV equipment.

**Cost Includes** IP Materials: workbook, printing

*Please note, this course is designed as an in-house programme*

Contact us today about unleashing the  
extraordinary "The Key" with your clients

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