

# Relationship Selling

## A One-Day Workshop to Provide Best Practices and Skills for Developing Profitable Business Relationships

Join your industry peers and enhance your professional development

Increased competition and customer expectations require relationship managers to skillfully differentiate themselves and their organisations to grow market share or build share of wallet. Successful financial institutions will establish and maintain competitive advantage by equipping their salespeople to:

- Position themselves and the institution as financial partners to their most important customers by focusing on customer needs.
- Cut cycle time in the sales process by assuring that every sales minute is leveraged to its fullest potential.
- Capture the results of sales calls and coordinate deliberate action steps to close business.

### Attend our one-day workshop and gain the skills needed to:

- Use calling time effectively to accomplish relationship objectives and line-of-business priorities.
- Increase success ratios by identifying decision makers and maintaining personal information files.
- Examine customers' business strategies to uncover unmet needs for services.
- Resolve objections smoothly and, when possible, convert them to needs the organisation can meet.
- Propose targeted solutions to meet customers' high-priority needs and close sales more successfully.
- Optimise the use of the organisation's resources to search out and capture profitable business.

### Topics to be covered:

- *Leveraging Relationships* demonstrates the value of relationship planning and how to establish call objectives that will advance the relationship, as well as the organisation's unit goals. Participants learn the three high-impact calling skills: decision-centre mapping, personal-information profiling and needs-oriented questioning.
- *Focusing on Relationships* analyses a five-phase call process and the high-impact skills necessary to execute the process successfully. It provides for practice and feedback on each high-impact skill: needs-oriented questioning, communicating benefits (for moving the call along at key transition points and for presenting solutions) and resolving objections (especially by converting objections to needs the organisation can meet).
- The key themes of the course are visualised in models that help participants recall and use: Aiming for Financial Partnership, Leveraging Relationships, Focusing on Relationships and Maximising Relationships. To support the course content and transfer of skills and processes to the job, practical job aids and worksheets are provided as electronic documents:
  - Resolving Objections
  - Decision Centre Map
  - Personal Information Profile
  - Relationship Plan
  - Call Plan
  - Call Report
  - Needs-Oriented Questioning Guide
  - Needs-Oriented Questioning Worksheet
  - Skill Development Action Plan

#### This workshop is for:

Experienced Commercial Relationship Managers, Commercial Product Specialists, sales team members, Team Leaders and any other personnel who manage commercial relationships or need to demonstrate and coach strong business-development and cross-selling skills.

### Location and Date:

Sydney:  
24 February 2009  
OR  
25 August 2009

Melbourne:  
25 February 2009  
OR  
27 August 2009

Auckland:  
18 February 2009  
OR  
18 August 2009

Omega  
Performance  
improves business  
by empowering  
people with the  
knowledge, skills  
and behaviour  
to achieve  
outstanding  
results.

Relationship Selling  
9:00 AM – 4:00 PM  
Fee: \$795 plus GST per participant

Omega  
PERFORMANCE

## About our facilitators:

- **Lisa Smith**, Omega Performance Consultant for Asia/Pacific, has worked with a range of Omega's key clients throughout Australia, New Zealand, Asia, and South Africa over the last 10 years. She has consulted predominately with global organisations dealing in business-to-business relationships. Her focus has been on business acquisition and developing existing relationships. Lisa has significant experience with various industries, having held positions in the areas of business development and relationship management. She is accredited in Project Management through George Washington University.
- **Michael Harris**, Omega Performance Consultant for Asia/Pacific, has 22 years of experience in learning and development. Michael has worked with major clients across a range of industries and has scored consistently high participant evaluations. Michael's roles have encompassed design, delivery, needs analysis and project management throughout Australia, Asia, and the UK. His specialisation in skills and people development includes coaching at the executive level. Michael has worked extensively with managers and frontline staff to implement business and personal training solutions that focus on increasing personal effectiveness in sales and service performance.

## VENUE

- Sydney, Australia**  
Tuesday 24 February 2009 or  
Tuesday 25 August 2009
- Melbourne, Australia**  
Wednesday 25 February 2009 or  
Thursday 27 August 2009
- Auckland, New Zealand**  
Wednesday 18 February 2009 or  
Tuesday 18 August 2009

## REGISTER NOW

To reserve your place in the workshop either:



Georgina Terizis  
+61 2 9236 8400



Web: <http://www.omega-performance.com/rsvp/Australia-Relationship09.asp>

Email: [AP.info@omega-performance.com](mailto:AP.info@omega-performance.com)

## Omega Performance *Improving Business*

Omega Performance improves business by empowering people with the knowledge, skills and behaviour to achieve outstanding results.

Since our founding in 1976, Omega Performance has enabled more than 2 million people in over 2,500 financial services organisations around the globe to make immediate and lasting changes in how they perform.

Omega Performance's consulting, performance improvement, and coaching solutions span leadership, commercial and consumer lending, commercial and consumer sales, sales management, customer service, wealth management and private banking and contact centres.

We pair our deep financial services industry expertise with a keen understanding of your organisation's particular performance issues to ensure a results-focused solution. With a network of over 250 consultants, facilitators, instructional design experts and developers around the world, Omega is able to provide in-depth local expertise supported by an extensive global network.

Omega's continuous research into the future of the financial services industry has helped shape innovative performance improvement strategies within many of the world's major financial services companies. While our culture of thought leadership encourages us to explore new concepts and solutions, our strategic focus never varies: delivering competitive advantage for your organisation's business success.

Headquartered in Charlotte, North Carolina, USA, Omega Performance also serves clients from major offices in over a dozen countries around the world.

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Cancellation Policy: Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, a full refund will be made for cancellations received in writing (letter, fax, email) up to two weeks prior to the event. Regrettably, no refunds can be made less than 15 days before the event. For any event cancelled by Omega Performance, registration fees are fully refundable.

Privacy policy: The personal information shown on this brochure provided by you will be held on a database.

Team Discounts: For three or more participants please call +61 2 9236 8400 for details.

Program: Omega Performance reserves the right to alter the venue &/or speakers.