



## Client Relationships that Work

Develop the essential knowledge and skills needed to build successful client relationships and to actively participate in networks that contribute to the attainment of key business outcomes. Effective account management, supported by excellent interpersonal relationships and communication skills, will help you to grow sales, retain business and increase referrals.

### Designed for

Account managers, client relationship managers, sales executives and representatives, customer service managers, purchasing managers and officers.

### Course outcomes & benefits

Transform selected customers into loyal and profitable clients. Strengthen interpersonal communication skills, develop a range of client management strategies, build and maintain relationships with clients and business networks to improve sales performance.

### Course content

- Verbal and non-verbal communication
- Barriers to effective communication
- Effective listening skills
- Client relationship management strategies
- Avoiding mistakes – especially killer mistakes!
- Understanding and improving client care
- Increasing repeat and referral business
- Effective networking

### Duration & course dates

1 day                      28 April or 30 June  
                                  07 Sept or 04 Nov

### Investment

\$450

### Assessment

Optional assessment tasks can be undertaken to achieve a Statement of Attainment for unit BSBREL402A in partial completion of BSB41307 Certificate IV in Marketing. There is an additional assessment fee of \$200.

### Location

UNSW Global, 12-22 Rothschild Avenue, Rosebery, NSW 2018

### Program code BSCR

# LEARN4LIFE

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