

MANAGING CLIENT RELATIONSHIPS

A. COURSE OBJECTIVES

- To understand business partners / stakeholders / clients better - gain insights into the nature of stakeholder expectations, which you can use to add value to your interactions
- To collaborate with your clients in defining issues / problems to be resolved; adopt a more consultative approach
- To manage communication and interaction with clients better in order to grow the relationship

B. COURSE CONTENT

No	Module	Description
	Course Introduction	Context setting; introductions; participant expectations; course objectives, course methods, schedule and rules
1	Understanding Clients	The importance of client relationships; understanding client expectations (stated & unstated); Customer satisfaction and customer delight; client types
2	Client Relationships Case Work	Application of relationship concepts to a real-life business case
3	Client Interaction Questionnaire	Questionnaire and debrief on typical client interaction challenges
4	Managing the Client Interaction	Guidelines for effective communication with clients and stakeholders; managing / resolving conflict
	Course Wrap Up	Learning summary; Key action points; Course feedback and closure.

C. COURSE AGENDA

No	Session	Time
	Course Introduction	09:00 AM – 09:30 AM
1	Understanding Clients	09:30 AM – 11:00 AM
	Tea Break	11:00 AM – 11:15 AM
2	Client Relationships Case Work	11:15 AM – 01:00 PM
	Lunch Break	01:00 PM – 02:00 PM
2	Client Relationships Case Work (contd.)	02:00 PM – 03:00 PM
3	Client Interaction Questionnaire	03:00 PM - 04:00 PM
	Tea Break	04:00 PM - 04:15 PM
4	Managing the Client Interaction	04:15 PM - 05:30 PM
	Course Wrap Up	05:30 PM - 06:00 PM