



## **Building Long-term Relationships**

### **Overview**

Successful organizations recognize that building long-term relationships with clients is critical to sustained success. It is far less expensive to maintain a relationship than to develop a new one. As the old adage says, "an existing client is your best prospect." This program provides participants with a framework that will help them strengthen their relationships.

### **By the conclusion of this course, participants will be able to:**

- Assess where they stand in current relationships
- Leverage existing relationships across client's organization
- Develop credibility, trust and influence at all levels of the client's organization
- Provide unsolicited and uncompensated ideas to demonstrate genuine interest in client's success
- Access proprietary information and provide relevant insights and observations
- Position themselves both as partner and advisor with clients
- Recognize the dangers of complacency and apply techniques to ensure they remain proactive