

# A MasterClass in “Relationship Management” for **Account Executives**

**(One Day)**

“Fear about cold calling is just temporary especially when you are making calls for the very first time. In time and with practice fear gets replaced with incremental success.”



Nick Bishop Solutions

# Developing new leads and generating business, is the key for all those involved in “Business Development”.

One of the key elements is to develop a full contact strategy, and then to pick up the phone to make that initial “Cold Call”. For many this can be a daunting task, but when done properly, it can be both satisfying and also extremely successful.

## Learning is about four things

- Being “Inspired” and “wanting” to change
- Accepting “what” has to change
- Realising “why” it has to change
- Discovering how to make the change

The learnings will be developed using RAIL (Reflect/Analyse/Implement/Learn). This will give all attendees a simple way of implementing all learnings following the MasterClass.

## One Day MasterClass Programme

Develop a positive mental attitude and the self-belief needed to be successful in your role

- How to develop a winners mentality
- Understand why we think the way we do
- How our behaviours impact on all around us, internally and externally
- Develop a mind-set that helps you and those around you to be brilliant all the time
- Develop triggers that allow you to remain both confident and positive every day

## Understand the importance of a successful Customer Relationship Management Strategy

- What is Customer Relationship Management
- The importance in modern business
- How to develop a contact cycle with the customer
- How to manage your pipeline
- Your role in the process



## Recognise that “call preparation” is fundamental to success

- Before the call is made
- The physical and the mental approach required
- The environment necessary
- Call outcomes and next steps

## Communicate effectively in a variety of styles and situations

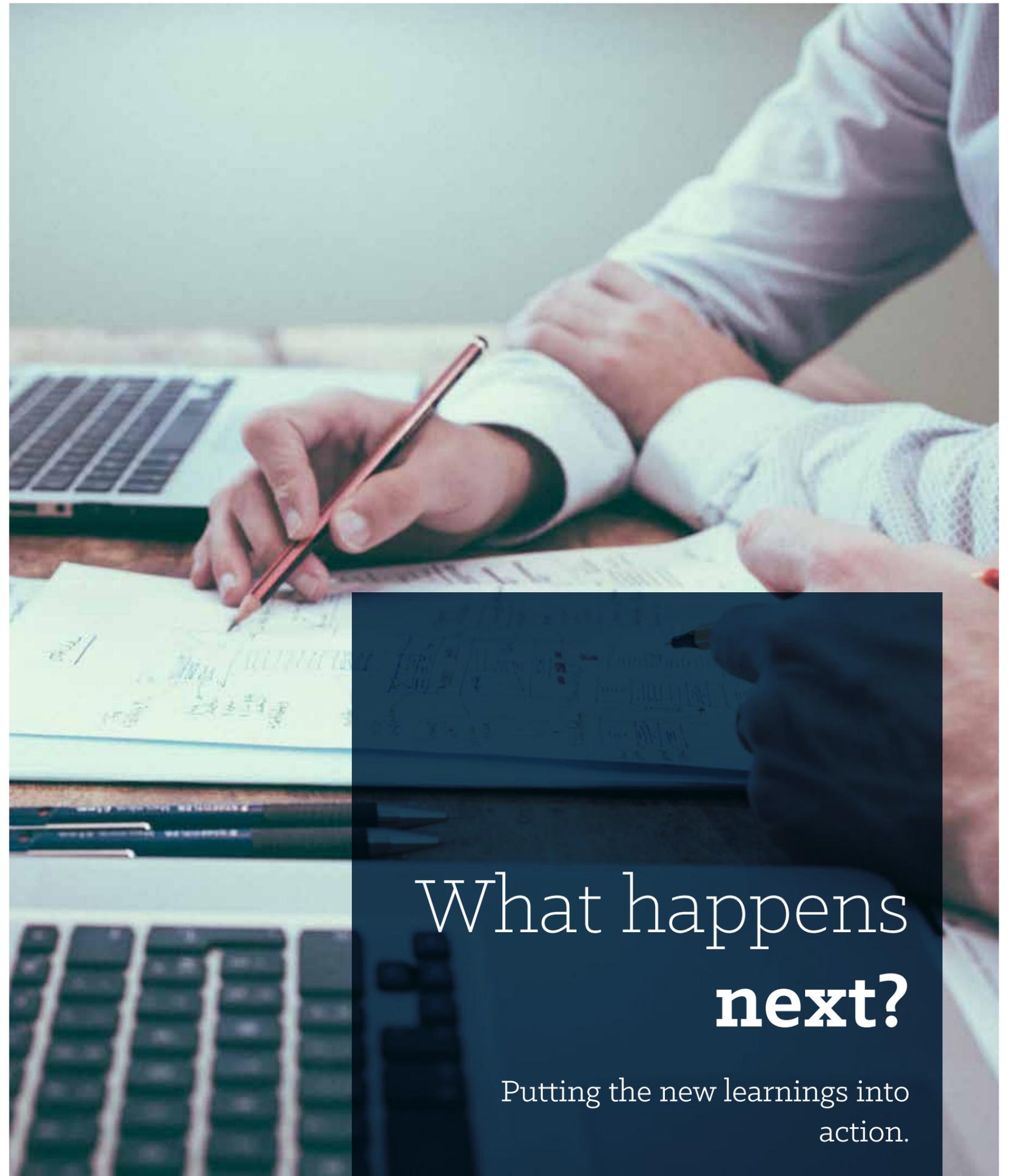
- The barriers
- The different types of communication
- Developing rapport
- Choosing our communication style
- The key dynamics to effective communication
- Questioning Skills
- The small things that can make the difference needed (proven tips that work!)
- Closing the call and creating the outcome required

## Working as a team to help to put shared success at the core of everything

- Understanding team dynamics
- Your role in the team
- The traits of successful teams
- What happens when things go wrong
- Building Successful teams
- Working together to produce shared success

## Key Performance Indicators

- Why they are used
- The key figures
- What they really mean
- The impact that you have
- Using to your advantage



What happens  
**next?**

Putting the new learnings into  
action.

# Who should attend this MasterClass

Anyone who as part of their role, has the need to pick up the phone and “cold call” to generate new client relationships. Turn dislike into enjoyment and increase your success. Few make the first call well and even fewer have a fully structured campaign that works and produces a strong pipeline for the business.

## Meet your MasterClass host



### Host & Facilitator: Nick Bishop

“Nick Bishop is brilliant and smart .He knows his work and is a good speaker. I recommend any company to come and listen to him or invite him anytime. He’s the best.”

**AFRICAN MANAGEMENT CORPORATION,  
JOHANNESBURG**

**After 25 years in the corporate world with leading blue chips, most latterly with HBOS and managing teams of over 200, Nick established his own coaching and performance consultancy in August 2005.**

He now consults with a number of organisations both in the UK and globally.

Because of his thorough understanding of what is needed to be a “winner”, Nick has judged at the UK Customer Service Training Awards for the last four years and in 2015 was a Judge at the “WOW Awards” in London.

Nick has been asked to speak at a number of events and conferences including Local Government Forums, Contact Centre bodies, Training Events and Staff Conferences. His rich and engaging style is enjoyed by all.

# Investment

**£129 per head**

**£1100 for a team of ten**

**£1600 for a team of fifteen**

“Learning is a treasure that will follow its owner  
everywhere.”

**Chinese Proverb**

**Please note these are indicative costs only and are dependent on client requirements, location & venue choice etc. Places will be limited to 15 people to ensure maximum learning for all delegates**

For all enquiries, please contact:

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**Nick Bishop Solutions**