

## Building Trust-based, Sustainable, Business Relationships Sales differentiation in the "Age of Commodities"

Internet has changed the way people make their buying decisions — even complex services are now often viewed as commodities, to be compared solely on information found on websites, such as price and basic product features; "unique" features and lowest prices have a short lifespan, and do not encourage client loyalty; the ease with which anybody can become an "expert" on anything through the internet means that being a subject-matter specialist is no longer a guarantee for winning business.

The ability to build immediate rapport, and to develop **truly collaborative, trust-based partnerships** with clients is becoming universally acknowledged as the most effective way to ensure survival and long-term business success.

In coordination with IOWEU International, Horizon Performance Insights now offers a training program to show you how to build these collaborative, trust-based business relationships as a means of differentiating your service, and achieving financial success through loyal clients.

In a workshop format you learn simple "in the moment" skills that allow you to relate professionally and personally to high-priority customers and **ensure client loyalty**. Workshops are supported by individual coaching to guarantee that new techniques and behaviours "stick", that the right mindset is adopted, and that a true return on your investment is realized.

### Benefits:

- Develop trust-based "partner" relationships with your clients
- Understand your behaviour and how it impacts your business relationships
- Recognize the type and quality of your existing relationships, and improve them
- Build rapport with anyone, at any level of an organization
- Help your clients resolve their key issues
- Gain confidence in developing conversations that are of real value to your clients

... leading to long-term business success.

### Specifically, you will learn:

- **An effective sales process for the 21st Century**
- **Buying Criteria:** Identify potential clients based on their preferred buying criteria to ensure maximum benefit from limited sales time.
- **Qualification of Relationships:** Identify the type and quality of existing relationships and how to improve them
- **Buyer Types:** Identify buyer types and learn how to adapt to them
- **Behavioural Patterns:** Use the Octagon™ tool to understand your own and buyers' behaviour patterns - and how they impact the sales process
- **Trust-building and Rapport-establishing Techniques:** Use the "I We U" technique to establish rapport and build trust immediately
- **A client-focused questioning approach:** Use the SHAPE™ technique to demonstrate genuine interest in a buyer's situation, establish real needs and envision desired futures
- **Value-establishing Techniques:** Use a "Value Sheet" tool to focus on buyer needs and build trust through a truly collaborative approach.



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