



BETTER BUYER RELATIONSHIPS

Enabling Your Leaders and Teams to Maximize Their Business Success and Performance



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PROGRAM OVERVIEW

“Buyers trust me and look for my opinion on matters other than my core offering. I have an ongoing relationship – there is no defining start or end to a project. They forgive my mistakes and they don’t get hung up on price”

David Lambert, author of Smarter Selling and ©IoweU – Better Buyer Relationships™

Who is it for?

This workshop is ideal for any situation where long-term trusted relationships are desired and is especially applicable in complex or high-value sales and consulting situations.

The workshop is equally applicable to internal support functions such as Finance, HR and Marketing as it is to external customer and client-facing groups.

Attending the workshop will be beneficial for many audiences:

- Anyone with a direct need to sell
- Anyone responsible for a team or organization that needs to sell
- Anyone wanting to improve their own ability to develop deep business relationships
- Anyone wanting to improve relationships within a team or organization

Format:

Topics will be covered through a series of discussions, multimedia lectures, and active role-plays that allow participants to try on their new skills.

TOPICS COVERED

- Identifying potential customers/ clients on the basis of the target’s preferred buying criteria - to ensure maximum benefit from limited sales time
- Qualifying the type and quality of existing buyer relationships and learning how to improve them
- Identifying different buyer types and the roles they play in the sales process - and how to influence them
- Understanding each participant’s own natural behaviors using the Octagon™ behavioral assessment tool (or similar tool) - and how their behavior impacts others in the sales process
- Using I We U to establish rapport and build trust during telephone or face-to-face conversations
- Adopting the SHAPE™ questioning approach to demonstrate broad interest in buyer’s situation, establish real needs and envision desired

futures - without inflicting unnecessary pain

- Using Spicy Questions and Focus-5 to make the conversation more interesting - and memorable - for both buyer and seller
- Using the Value Sheet tool to focus on buyer needs rather than the seller’s products and/or services
- Agreeing next steps and gaining commitment through the use of CC Letters
- Avoiding the folly of long formal proposals that eat time and do not win work
- Gaining the advantage in formal presentation situations
- Building a personal action plan to improve a specific current relationship

Better Buyer Relationships will show you how to help your clients buy –rather than trying to sell them. You will learn how to approach each buyer differently - how to respond credibly and create impact ‘in the moment’ through intelligent questioning - always retaining a focus on what is best for the buyer, as opposed to what’s best for the seller. This results in a sales experience that the buyer enjoys rather than endures; that is recognized as different; and that the buyer wants to repeat.

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CROSS-CULTURAL COMMUNICATIONS

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LAM INSTITUTE PROFILE

LAM (Leadership and Advanced Management) Institute Ltd., is a leading advocate of corporate coaching in Asia. We have become the preferred source for corporations in its quest for developing its leaders. In accomplishing this we form a 'partnership' with your corporation supporting you in the critical task of nurturing strategically viable, high-performing leader's essential to your company's future.

We provide goal-specific and action oriented corporate coaching to key executives, senior leaders, sales directors

I had a chance to give a short presentation to my overseas colleague via video conference and she said my presentation was much better than before even without the script, I look very comfortable and more interactive with confidence. Is this the power of learning and practice? I think so!

Textile/Garment Manufacturing Industry, Korea

and high-potential candidates for companies across Asia.

The members of the Leadership and Advanced Management Institute and its alliance partners have extensive experience in corporate management, training and consulting in major commercial centers of Asia, USA and Europe. With a multi-cultural background, we bring a seasoned perspective and an in-depth understanding of the vital business issues being faced by business leaders in Asia.

THE WAY WE WORK

Results

Our focus is on sustainable results and the pathway there. We are not in it for the quick fix. We intend to instill a lasting impact on the people we coach and the business they conduct. Your success and your bottom line is what drive us. We want to share in your success.

Partnership

We are methodological in getting to know your organization and your people at the on set -- we need to fully understand your vision, your strategic direction, the present situation, the people who are charged with the mission, and the challenges you

confront in order to be effective. We will be passionate about you business and act as your partner in mastering the challenges.

Customization

Every organization faces a situation unique to itself with its very specific set of needs. Our recommendations and means of resolution will be designed to address those specific needs. We will be drawing upon our field experience as well as tapping into your hands-on knowledge. We intend to apply state of the art tools, technology, systems and processes; and integrate into your system those that are most beneficial.

Respect

We respect your rights and needs as the decision maker. Our role is to guide, inspire and to challenge ... the final decision will always rest with you.

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Leadership can be thought of as a capacity to define oneself to others in a way that clarifies and expands a vision of the future.