



Six Golden Rules For Building Lasting Customer & Client Relationships

Speaker:

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Trust-Based Customer and Client Relationship

Speaker, Consultant, Coach & Trainer

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www.trustedadvisortraining.com



Sponsored by:



- A Trusted Business Advisor since 1990 with over 200 training and trust building projects completed throughout the U.S., Asia and Europe.
- The company's broad services portfolio includes:

Trust-Building Training & Programs: Training and coaching on building trust/internal and external customers, trust development, trust based selling, coaching for performance, handling conflict, culture scans, employee surveys, building the high performance teams, Leadership development, services management and organizational development interventions.

Sample of the Industries We Serve:

 Oil & Gas	 Chemicals	 Non-Profit Organizations	 Charitable Orgs.
 Financial Services	 Engineering & Construction	 Pulp & Paper	 Specialty Chemicals

4

My Goal Today

Share with you approaches, ideas and benefits that can be obtained when you build and create trust-based relationships with all your customers and client relationships



Trusted Advisor Definition ...

A person whose thoughts and actions are grounded in the principles of customer/client respect and mutual collaboration.

To the trusted advisor the relationship experience is paramount and is based upon caring about the customer's long-term business interests.



What BENEFITS Would You Obtain if Your Customers or Clients Trusted You More?



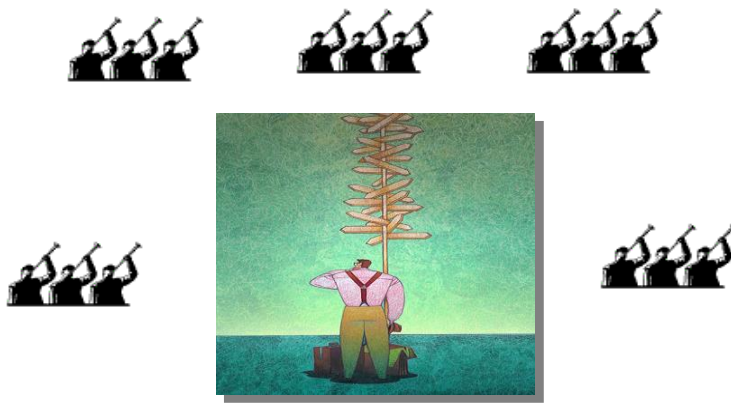
Benefits Obtained...

- Reach for your advice more.
- Be inclined to accept and act on your recommendations.
- Bring you in on emerging issues.
- Creates competitive advantage.
- Builds deeper client relationships
- Shares information that helps you help them.
- Lowers the level of stress in communications.
- Give you the benefit of the doubt.
- Increases performer satisfaction.
- Accelerates customer or client development.
- Forgives you when you make a mistake.

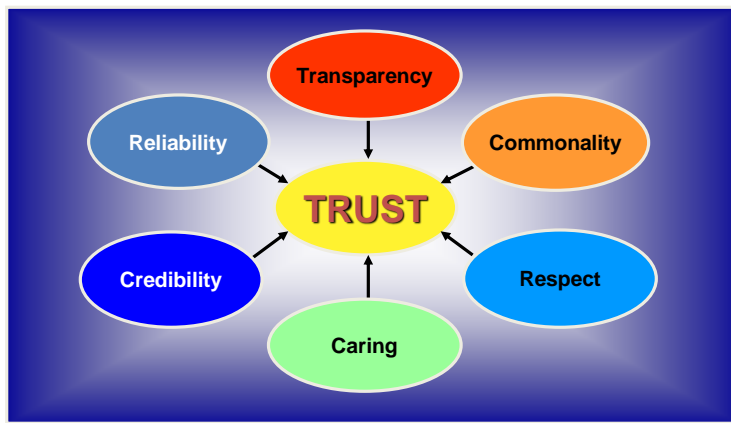


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Where to Begin?



Six Golden Builders of Trust Based Relationships



Making Trust Real...



- Credibility: **Words You Use** - I can trust what they say about...
- Reliability: **Actions and Path Forward** - I can trust him/her to do...
- Transparency/Honesty: **Emotions** - I feel comfortable discussing this...
- Caring: **Motives and Empathy** - I can trust him/her cares about...
- Commonality: **Shared Experience** - I can relate to this person...
- Respect: **Held in Regard** - This person sees me as an equal...

Trust Building Practice...

I've been thinking about what you said, and I feel that a less complicated option may work best for you now.

My son plays on the Blue Devils soccer team, too.

We don't offer that service, product but I can refer you to a colleague of mine who can help you.

I'm empathetic to the situation you're in. Here is what we can do to help.

Can I share with you some lessons we have learned with other energy companies we have worked with?

We guarantee we will always have your best interest at heart that is tailored to your needs....

Station Break!

Think of a customer/client (current or former)
who has, or had only moderate trust in
you, or your company.

***What action or actions could have, or can
do improve your level of trust?***



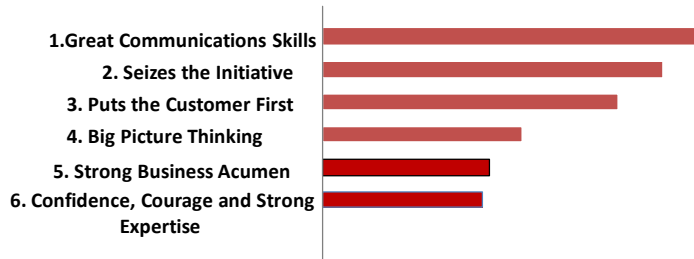
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Trust Self-Assessment

	SD				SA
Your Customers or Clients:					
1. Think you consistently deliver value.	1	2	3	4	5
2. Believe you genuinely care about them.	1	2	3	4	5
3. Care about you as a person.	1	2	3	4	5
4. Often ask you for advice.	1	2	3	4	5
5. Enthusiastically recommend you.	1	2	3	4	5
You and You Colleagues:					
6. Think about your customers' long-term business interests, challenges and needs.	1	2	3	4	5
7. Care about your customers as individuals.	1	2	3	4	5
8. Frequently approach customers with unsolicited ideas to make their life better.	1	2	3	4	5
You and Your Customers:					
9. Share strong mutual trust.	1	2	3	4	5
10. Collaborate extensively to get things done.	1	2	3	4	5

Total Score _____

What Trusted Advisor Behaviors Do Your Top Performers Exhibit That Your Average Performers Don't?



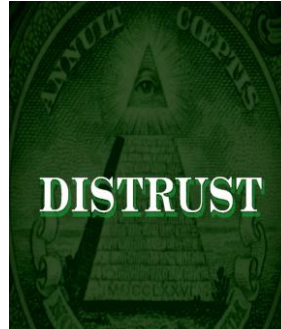
You Know You're Becoming Customer Trust Focused, When....

- You listen with your head and your heart.
- You are rarely surprised by a customer's reaction to a particular person or situation.
- You do twice as much listening as talking.
- You understand how your customers like to communicate and have comfortably adapted to their style.
- Your session with a customer is a discussion not a lecture.
- You understand what your customers *mean* even if it's quite different from what they *say*.



Don't be a Trust Buster....

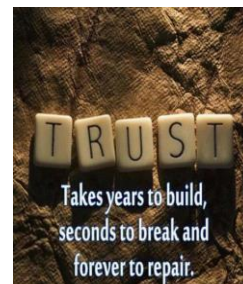
- Breaks promises and commitments.
- Take actions that are inconsistent with your spoken beliefs.
- Says one thing but does something different.
- Breaks a confidence.
- Withholds information.
- Rarely admit mistakes.
- Bypasses people.
- Does not test assumptions.
- Never asks for feedback.



Key Take Away's

- Everyone Enjoys Learning Trust Building Skills.
- Trust creating skills can be taught to anyone, at any level.
- Trust with customers takes time to evolve.
- When confronted with a difficult situation with a customer ask?

What would a trusted advisor do in this situation?



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Trusted Builder: One- Two Day Workshops

- Unit One: The Trusted Advisor Reality
- Unit Two: Six Requirements for Building Trusting Relationship Skills
- Unit Three: Establishing Business Acumen
- Unit Four: Communicating Trust
- Unit Five: Customer Trust Development Must Do's
- Unit Six: Successful Relationship Contracting and Recovery
- Unit Seven: Conducting Trust Based Assessments
- Unit Eight: Trust Building Techniques: Rules for the Road
- Unit Nine: Change Management: Manage Change or Change Will Manage You
- Unit Ten: Trust Building Reinforcement and Renewal Requirements

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Thank You for your
 Attention & Participation!

I Welcome Your...



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