

# Create Loyal Clients

*Cultivating Client Loyalty (CCL)* is a one-day, fast-paced instructor-led workshop that helps professional salespeople develop an *understanding of the impact of client loyalty* and then create loyalty-based relationships with senior executives in client organizations.

Each CCL workshop is based on findings from research with CXO-level executives who were each asked about their relationships with professional salespeople.

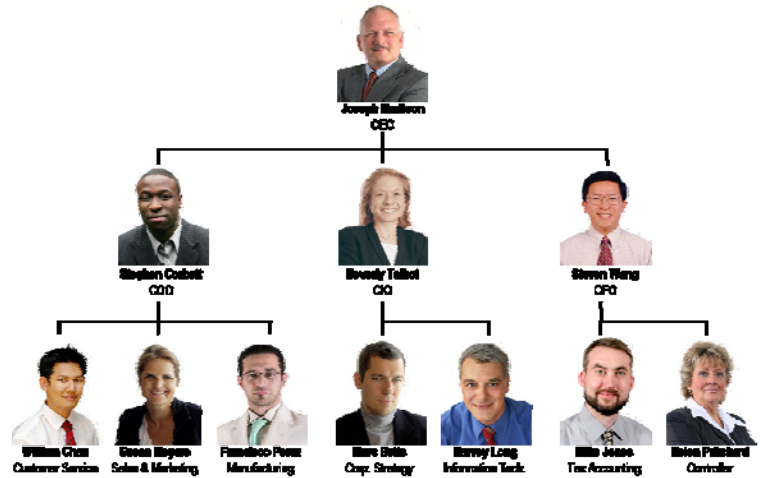
## Learn how to...

**Plan an Initial Executive Call** using *the CCL Internet Resource Guide* and applying *Perceptive Questioning Techniques* to uncover where their company's solutions can deliver the most value to the executive. You'll also discuss roadblocks that may be put in place by executives in client organizations and what you can do to circumvent those roadblocks.

**Communicate Your Value** by developing a *Value Matrix* that allows you to visually portray your solutions against the client's key business initiatives and enables you to highlight your differentiated value – contrasted with that of your competitors. You'll also learn how to develop a detailed but concise *Value Proposition* that enables you to clearly demonstrate your value.

**Present Your Solution to Executives** in a structured, logical manner that clearly focuses on the client executive, as well as the executive's company. You'll first use a *Checklist for Presenting Your Solution*, as well as the *CCL Executive Presentation Guide* to effectively develop and format your presentation.

*Learning is supported by a compelling business case about a global manufacturer and how the lack of cultivating client loyalty could result in losing future sales opportunities to a number of competitors, as well as the more important loss of a long-term client relationship.*



*Learn to leverage existing client relationships to help you cultivate and expand that loyalty throughout the organization.*

**Become a Trusted Advisor** and focus on what you have to do to reach that level of business relationship with senior client executives. You'll learn the implications of becoming a *trusted advisor* and how to make informed decisions regarding which executives to focus on to cultivate this level of relationship.

## Who

*CCL* is designed for professional salespeople, account and relationship managers who need to effectively leverage their current relationships with senior client executives.

## How

*CCL* is delivered in one day by an experienced facilitator with prior business-to-business sales and sales management experience. Participants prepare for the workshop by reading and reviewing the *RTC Technologies* case study, which is then used as the basis for workshop activities. The workshop is replete with activities that are readily transferred to the salesperson's current client situations.

## About the Research

The concepts and models in *CCL™* are based on the results of interviews and surveys with executives to learn what it takes for salespeople to stand out from a sea of look-alike competitors.

This research is more thoroughly discussed in a new book being published by McGraw Hill called *Selling to the C-Suite*, which was co-authored by the developer of this workshop.

Original research was conducted in 1995, 1999 and 2003 by Stephen J. Bistriz, Ed. D., with the assistance of Hewlett-Packard, the Kenan Flagler Business School of the University of North Carolina, Target Marketing Systems, Inc., and the Center for Business and Industrial Marketing at Georgia State University.