

CCL™ (Cultivating Client Loyalty through Executive Selling) Workshop

CCL (Cultivating Client Loyalty) is a one-day workshop that helps professional salespeople understand the impact of client loyalty and develop loyalty-based relationships with senior executives in client organizations.

Learning is supported by a compelling business case about a global manufacturer, RTC Technologies, 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. Participants study and review the case study as part of the pre-course assignment and then apply activities against the case study during the workshop.

Who Should Attend

Professional salespeople, account teams, and business development executives who need to create and leverage loyalty-based relationships with senior client executives.

What You Will Learn

In just one intensive day, your sales teams will have accomplished the following...

- **Select the right executives** in the client organization to focus on to build loyalty-based relationships.
- **Use perceptive questioning** techniques to uncover where your company's solutions can deliver the most value.
- **Utilize strategic tools** like the Executive Call Plan and the Executive Presentation Guide to optimize loyalty-based relationships.
- **Describe and communicate value** to executives in the client organization on a consistent basis, so as to cultivate loyal relationships.

How You Will Benefit

Participants also leave the workshop with a comprehensive Internet Resource Guide, which facilitates their ability to navigate the Internet and utilize a variety of other sources to obtain pertinent information about their individual client companies, the client's industry and the client executives they may be calling on.

Leverage Client Loyalty!

To learn more about how the CCL Workshop can help you leverage long-term client loyalty, Contact Us today!