

# *Meeting client expectations*

**THIS TRAINING PROGRAM FOCUSES UPON THE IMPORTANCE OF UNDERSTANDING YOUR CLIENTS BETTER.**

**IF YOU DON'T MEET THEIR EXPECTATIONS THEN DON'T EXPECT THEM TO REMAIN YOUR CLIENTS – THEY WON'T.**

## **Action Plan**

1. How to develop rapport with clients.
2. How to find out what they expect from you and your organisation.
3. How to ensure what you deliver is what the client expects – this is not easy.
4. What to do if you think the client is going to depart and join a competitor.
5. Understand the psychology of how perceptions are formed in the mind of your clients.

## **Key learning outcomes**

Your **Meeting Client Expectations** program will give participants the skills to:

- Understand and achieve expectations set by the organisation
- Communicate effectively with clients, managers and colleagues
- Learn what affects your client's expectation of your product/service
- Understand that each 'moment of truth' with your client can affect future interactions
- Position your organisation as a value asset to your clients
- Learn active listening and questioning skills
- Understand the importance of service quality
- Understand the reasons (that the academics agree) why clients will leave for a competitor



# Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size:** 4 - 12 participants.
- **Venue:** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration:** This program can be adapted to meet your requirements.
- **Cost:** Price on request.
- **Target Audience:** Anybody who communicates with your clients.

If you would like more information on this training program, please contact:  
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