

RELIC: Concepts and Strategies to Enrich Service and Sales Relationships

Program Goal

To enhance participants' ability to build long-term, productive and profitable relationships with customers

Program Outcomes

- › Understand what trust is and its connection to the customer relationship
- › Explore the characteristics of the customer relationship when trust is absent and when trust is present
- › Experience how various listening, information sharing, conflict resolution, and negotiation patterns impact the development of trust within a customer relationship
- › Recognize the need to uncover others' understandings, perspectives, purposes, and personal drivers
- › Discover ways to share information using words that emphasize the value to others
- › Communicate in a manner that encourages others to respond productively
- › Analyze the levels of trust and recognize individual and team behaviors that exist within each level
- › Explore the behaviors that build trust and break down trust in sales and service interactions
- › Detail your role as a trusted professional to customers in both service and sales interactions

Why Use Relic

There is far more to the customer relationship than matching your product or service to the stated customer need. The truth is that building long-term, productive and profitable relationships begins and ends with the experience we create for the customer:

- › Does the customer believe that we value her as an individual?
- › Would the customer say that we extend respect and courtesy in every customer interaction?
- › Does the customer feel we have his best interest at heart?

- › How comfortable does the customer feel with us as individuals?
- › When we share information with the customer, does she feel she can rely on its validity, fairness and completeness?
- › How does the customer rate our expertise, integrity and honesty?
- › Does the customer see us as dependable and reliable?

Relic gives participants a high-velocity close encounter with those hard-to-quantify factors that are the lifeblood of trust-based customer relationships.

How Does It Work

Participants engage in a hard-hitting one-day simulation that jettisons them out of their day-to-day perspective and into a situation that compels both an intense need to trust others as well as a strong desire to be trusted. Within the simulation, circumstances drive skepticism and distrust as well as rapport and partnership-building.

Periodic concept and discovery sharing as well as open discussion lead participants to critically evaluate the role of trust, common human obstacles to a complete trust, including misinformation, misunderstandings, misaligned purposes and hidden agendas. Participants apply learnings to enrich the relationships within the simulation, then apply what they've learned to their customer service and sales interactions.

Program Length

One day (7 hours of instruction)

Target Audience

Sales or service professionals and leaders whose activities impact the customer experience



1406 Viola Drive
Brandon, Florida 33511-7327
Phone 813.684.7922
www.diamondwinds.com