



# Beatone

Presents

ONE DAY (Non –Residential) WORKSHOP ON

## Enhance Performance Using Relationship Building Techniques

### Background

In your daily interaction with people you create and develop relationships with the people you know, meet, and interact. This is done usually without deliberate considerations. Any business relationship, be with your senior, junior or your client, you gain knowledge, experience and understanding on different levels about the people in your business, and that affects the way you deal with them. You get experienced in managing the business relationships.

Why do such relationships have to be managed anyway? It seems so planned or deliberate. Why can't they just happen and evolve in their own way? You do your job, they do theirs, and somehow you meet in the middle. Sadly, it doesn't work that way. Managing people effectively does mean a bit of calculation, premeditation and work on your part. *Managing business relationships means that you become alert to and aware of changing needs, of difficulties that arise or of issues that need resolving.* In business relationship it is important to understand that who is managing the relationship. *Are we managing the relationship or we are being managed by the others?*

Who will manage the relationship? You or others? Everyone has had the experience of ending a phone conversation or leaving a meeting thinking how much better the discussion would have gone 'if only' the other person had been more co-operative or understood more. It seems so logical to imagine that things really would improve if only the other person could see your point of view. Relationship often goes wrong when you try to have control over it. You try to get other people to conform to your way thinking. When that doesn't happen you feel powerless and then often blame the other person for not meeting your standards or expectations.

### People like to deal with the people they like

You must have noticed often that it is not just technical competency, superiority or expertise but your relationship with others that makes the difference in achieving targets. No matter how good people's core skills are, the competitive market place requires people to have additional and complementary relationship building skills they haven't been called upon to use before.

### Workshop/ Training Program Aim:

To offer experienced managers the opportunity to take their managerial skills to the next level, to help improve their performance through building & maintaining meaningful relationships with seniors, colleagues, juniors and customers.

### Who Should Attend?

This workshop/ training program is ideal for experienced managers/ executives who want to enhance their performance to higher level and utilize relationship building techniques to both self-motivate and increase productivity in a resource constrained environment.

### Benefits:

This knowledge can be your key to:

- Higher productivity
- Greater job satisfaction
- Stronger career prospects
- Improved customer (both internal & external) relations
- Fewer conflicts and less tension at workplace and in life

In fact, at work and elsewhere, this will likely to change your relationships forever. You will see people differently, understand them better, and be able to deal with them in a way that can turn every encounter into a win-win situation.

### What is unique about this training program?

- I. The relationship building style of every participant is assessed and report is provided.
- II. Participants will learn relationships building techniques in a step by step process called style flexing.
- III. The relationship building techniques improve the participant's performance drastically because style flexing facilitates implementation of other skills already learnt.
- IV. The Relationship Building Style (RBS) report given to the participants can be used by them in managing large number of personal and professional relationships (teams) at workplace or elsewhere. RBS techniques help enhance individual & group productivity.

### Deliverables

- ✦ To understand the basics of relationships
- ✦ To understand the various types of relationship styles
- ✦ To identify one's relationship building style
- ✦ To develop relationship building skills

### Coverage

- ✦ ABC of relationship (fundamentals)
- ✦ Role of relationship in communication
- ✦ Various types relationship styles
- ✦ Relationship Style Matrix
- ✦ Relationship building techniques
- ✦ Communication using relationship style
- ✦ Maintaining relationships

### Learning Outcomes

The participants will learn how to:

- ✦ Identify their & others relationship style
- ✦ Develop relationship building skills
- ✦ Avoid and overcome objections
- ✦ Handle difficult situations and win trust
- ✦ Understand others motivations, needs, & wants
- ✦ Build rapport quickly with a wide variety of people
- ✦ Use style matrix for effective personal & business communication

### Training Methodology/Approach

- ✦ Theory & Case study
- ✦ Interactive activities
- ✦ Group discussion
- ✦ Skill practice sessions
- ✦ Experience sharing

### Participants Group Size

Twenty to forty participants in a group

### Infrastructure requirements

A training room equipped with LCD Projector, Collar mike, White board, Markers etc.

### Facilitator:



Mr. B. Raj is an experienced Sales, Service, & Marketing professional and trainer. He has been associated with leading business schools as adjunct/visiting professor of marketing for the last fifteen years. Renowned for mastery of his subjects and for his charisma as a Teacher/Trainer, he has carved a niche for himself

through seminars, workshops, and lectures on "Understanding Consumers", "The Customer's Buying Language", "Sales Presentations & Negotiations", "Building & Maintaining relationships", "The third side of the coin", "Rajmatrix" and "The Seven Cs". He has been also associated with various colleges and universities in North America & Germany. A number of organizations have benefited from his services via intensive in-house training. With wide range of talents, skills and hands-on experience in specialized areas, he imparts training with a different approach and the latest in training techniques. He has done a detailed research at doctoral level in the area of consumer behaviour/CRM, and has developed training modules (business process & management techniques) for companies to enable them to address the emerging needs and lifestyles of their customers. He has presented his research paper on CRM at 2nd annual conference on marketing research at IIM-Ahmedabad. He has presented another research paper on customer relationship matrix at International Marketing Conference of SIMSR Mumbai. Presently, Mr. Raj is the Country Head & Director of Beatone Education & Training and is based at Mumbai, India.



For more information, please contact:  
The Program Coordinator

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