



In today's fiercely competitive markets, differentiating on product or service offering is difficult. And, in the absence of clear differentiators, buyers' decision-making criteria reverts to the common denominator: price.

Trusted buyer relationships based on shared value exchange represent an important source of enduring differentiation, and enable companies to avoid the price trap.

For consultants and salespeople using decades-old approaches designed for a world that no longer exists, differentiating from the opposition is a tough challenge.

Better Buyer Relationships™, based on the best-selling book *Smarter Selling* (2007, 2011) equips participants with 21st Century tools and approaches that work in today's complex business world.

The programme will enable your people to:

- Differentiate their offering from competitors
- Increase their "share of wallet"
- Cross-sell products and services
- Increase their win ratio on proposals and their efficiency of response
- Improve client retention
- Break down internal barriers and improve collaboration to improve service delivery

“Although it is difficult to PROVE that any of the training specifically won us work we would not otherwise have won, past attendees would be happy to tell you that they have won projects (from \$10,000 to over \$2 million in fees) that they would almost certainly not have won without applying the tools they learned in the training.”

“I recently won two major new clients for our HR practice and attribute this in no small part to using the IOWEU approaches. In both cases it was essential to build a shared understanding step by step: IOWEU provided the tools and insight to do this. Applying IOWEU is fun and satisfying too!”

Programme content

Create sustainable, trusted relationships with the right buyers through learning how to:

- Identify which relationships to invest in and how best to do it
- Quickly build rapport and establish trust
- Focus on and deliver value in every conversation
- Position your ideas and offerings for maximum impact
- Collaborate and gain commitment to move forward

Proprietary tools and approaches covered include:

- Octagon™ profiling to understand your behavioural preferences and their impact on others
- I We U openings to establish rapport and start to build trust from the first words
- SHAPE™ questioning - an engaging way to discover buyers' priorities
- Levels of Thinking, Spicy Questions and Focus-5 to lift relationships to a higher level
- Value Sheets to demonstrate a focus on value to the buyer
- N-F-B and Storytelling to better position offerings and prove capability
- CC Notes to maintain collaborative momentum

Programme format

The programme format is flexible and may be delivered as a series of modules of varying length to fit different requirements. The focus is on providing participants with a range of flexible tools that they can use to achieve results. Workshop sessions are highly interactive and include behavioural analysis, practical examples, role play, case studies and video.

Application of the new approaches learned may be further supported through post-workshop reviews and ongoing coaching.

Programme delivery

Programmes are delivered by accredited facilitators drawn from IOWEU International's global network of affiliates .