Success in the Sandbox: Building Rewarding Business Relationships

Understand who your organization serves; create an experience they’ll never forget!

Course Outline

Performance Solutions
Our Message To You

The key to your success in the business world and in life in general, is your ability to form meaningful relationships. This course provides the tools you need to build and improve your business relationships. It is imperative for you to analyze and identify your customers. Throughout this course we will use the term “customers” to define anyone you have business dealings with, both internal and external.

The key to truly meaningful relationships lies in understanding others. Understanding your predominant behavior style and the behavior styles of others forms the foundation for success.

Communication is the single most important key in building meaningful relationships. Your ability to communicate and project a positive image provides the basis for improving your relationships with others.

It would be nice if all of our business relationships were like a smooth freeway, however more times than not, they are more like a four-wheel-drive trail, filled with obstacles. By minimizing personal differences and learning how to interact with others you can discover how to prevent conflict and strengthen your relationships.

The knowledge and tools you gain while completing this course will help you Build Rewarding Business Relationships. Success in the Sandbox is our primary goal.

**Course Objectives**

- Recognize who your customers are and what they are looking for
- Develop an understanding of other people’s motivations and behaviors
- Understand what role communication plays in the relationships you develop
- Mitigate conflict and turn potentially threatening situations into opportunities to strengthen your relationships
Lesson One – Business Relationships

- How are customers different today?
- What is Customer Service?
- Who are your customers?
- What role do you play in improving business relationships?

Welcome to a world where customer service is no longer a one-size-fits-all proposition. Customers are diverse and have many different needs they expect to be filled.

In this lesson, participants learn about the 21st Century customer. They learn what customer service means and how to understand their role in improving business relationships. In addition, they learn how to identify who their customers are and what they are looking for.

Lesson Two – Behavior and Perception

- How is an individual’s personality formed?
- How does your personality affect your reaction to different situations?
- How are your behaviors perceived by others?

The key to truly meaningful relationships lies in understanding others. Understanding your predominant behavioral style and taking advantage of your style’s strengths while minimizing its weaknesses improves relationship building skills.

In this lesson, participants learn how their experiences have affected their behavior style and how they can apply their style to improve their business relationships. Participants learn about the Johari Window. Each participant will complete the Personal Profile System® and learn their behavior style and how to recognize the behavior styles of others.

Lesson Three – Communication

- How do you define effective communication?
- How can asking better questions build more meaningful relationships?
- What impact do your listening skills have on customer satisfaction?

Communication is the single most important key to delivering customer satisfaction and building meaningful relationships. Much of the communication that occurs between individuals is one-way, without both parties truly hearing the other and accurately understanding what was said.

In this lesson, participants learn about the elements of effective verbal communication. They discover how asking the right question helps them to build mutual understanding. They come to understand how listening for what is important can prevent conflict and strengthen relationships. Lastly they learn how to project a positive image.
Lesson Four – When Things Go Wrong

- Why is it important to know how to handle resistance from your customers?
- How can you prevent problems from escalating into conflict?
- How can interpersonal differences become a source of conflict?

Chances are pretty high you are going to encounter resistance and other interpersonal problems while interacting with customers. Success depends on the ability to overcome these problems and mitigate conflict. These problems will not go away on their own. In all likelihood, avoidance will actually make things worse. Problem avoidance often turns into problem inheritance.

In this lesson, participants learn how to function effectively when things go wrong.

Lesson Five – Resolving Conflict

- What kinds of conflict do you encounter?
- What are the most effective methods for resolving conflict?
- How can improved conflict management create a better customer experience?

Conflict is like the proverbial bad penny; it keeps turning up. Conflict, however, is not necessarily a bad thing if managed properly. Conflict can stimulate the reevaluation of policies and procedures, allow true feelings to surface, save time and energy, and generate mutual respect.

In this lesson, participants learn about the types of conflict and various styles of conflict management. They also learn the steps to use for successfully resolving conflict.

Lesson Six – A Call To Action

- How can you improve business relationships within your organization?
- What steps will you take in your action plan to improve your business relationships?

Events tend to repeat themselves. The tide of opportunity comes to all of us. Success does not depend on being in the right place at the right time - it depends on being ready.

In this lesson, participants conduct a personal inventory. They are challenged to make commitments and develop and action plan. They will be challenged to review that action plan on a regular basis and examine what improvements they have made and what they still need to work on.