

Client Relationship Management for Project Managers

Project managers have a unique opportunity to work closely with their client, becoming not just a deliverer of the project but a trusted adviser and partner in their client's decision processes. Being a trusted partner can lead directly to repeat and additional business. Relationship management is at the heart of the process. This one-day course aims to develop the role of the project manager in owning and managing the client relationship, delivering better client satisfaction and more repeat business. It will provide skills development practise to support project managers in being more proactive with clients, building and managing client networks and expectations and dealing constructively with conflicts and challenges.

Course duration

1 day.

Who should attend?

Project managers, work-package managers, project office managers or programme managers in client-facing situations who want to benefit from gaining practical skills and tips on how to build rapport and manage client relationships for longer term business effectiveness.

Course content

Typically this course includes:

- Overview of client relationship management
- Building rapport with skills of listening, questioning and summarising
- Developing trust through personal style and action
- Handling meetings and negotiations effectively
- Developing and using a network of client contacts in support of more work
- Application of learning back in the work place

Course objectives

Delegates will be better able to:

- Appreciate the scope and benefits of good client relationship management
- Work with their clients to set and manage expectations better
- Respond to the challenges of, and barriers to, effective listening
- Deploy the appropriate style of questioning with clients, skilfully
- Develop and use appropriate strategies for identifying and selling 'more work' opportunities
- Recognise and understand how to manage a range of conflict situations
- Plan and conduct an effective client meeting
- Use the learning from the workshop to take back to the work place to improve their own performance

Pre-requisites

At least a basic knowledge of project management and a minimum of one year's experience in a project or programme management environment.

Course style

This course is highly participative using a range of practical exercises, scenarios and role play.

Availability

This course is available as an in-house corporate event only. The agenda content and style can be tailored if required to match the needs of your organisation. To discuss dates and venues please contact Provek.

