Suncorp Learning Campus

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Phuel

Igniting passion. Inspiring change.

Phuel is passionate about helping people and organisations solve their challenges and unlock their potential. Signing up to a Phuel workshop could take your business to the next level.

Diagnostic Selling: Understanding Your Client

(Full day or two day workshop)

This workshop will provide you with a structured methodology that can be personalised, enabling you to foster and enhance real connections with clients.

Through this approach, you will be able to identify the needs, challenges and future opportunities of your clients. In turn, you can educate and challenge them with new ideas and perspectives, creating a compelling and relevant solution based on insights into their emotional and rational needs.

Personal Branding

(Half day or full day workshop)

In a competitive and noisy market, understanding your personal brand will enable your clients to genuinely appreciate the value you can bring to their world.

It begins with recognising how your behaviours are being perceived and impact of your brand. Then we explore how to insightfully diagnose your key clients' needs.

We'll guide you through the key components that need to be addressed to demonstrate your true value and reveal how to match your skill set to their desired attributes in an authentic, relevant and connected way.

Cold Calling

(Half day or full day workshop)

Cold calling is often the most dreaded part of any client-facing role, no matter how seasoned you may be.

The challenge with cold calling is that it generally needs to be done if you want to grow your client base and business. The other challenge is that it's the first opportunity you have to make a great impression with a prospective client.

This workshop will provide you with key strategies and techniques so you stop procrastinating and make a positive impact when you make that first call.

Communicating with Flexibility

(Half day or full day workshop)

Flexibility and adaptability are critical in client-facing roles, as no two clients are ever the same.

The quality of your relationship and the level of trust you build with your client is based on your ability to communicate effectively, which can sometimes be challenging with clients who are similar to us and even more difficult with those who are very different to us.

This workshop will provide you with insights into your own personal thinking style and preferences, as well as your clients' style and preferences.

We'll then explore how this impacts subtle things like body language and impressions you create in the eyes of your client, culminating in strategies to help you develop flexibility in your style.

Certificate of completion provided

Handling Objections

<u>(Half day or full day workshop)</u>

We've all been there: The conversation is going well and you think the deal is done. Out of nowhere, your client asks an absolute curve-ball of a question that sends your heart through your chest and your brain into overdrive.

Flummoxed, your response does not land well and the opportunity slips away. You're disappointed you've let your client down and wonder how it all went so wrong.

Learn how to manage these nightmare situations and handle objections strategically, while building trust and strengthening your relationship with your clients.

Tools of Influence

<u>(Half day or full day workshop)</u>

Just as a hammer and handsaw is vital to a handyman, this workshop offers a kitbag full of tools that will enhance your confidence and effectiveness when influencing clients.

It's no longer enough to rely on product knowledge alone: Today's clients are information rich however they may not fully understand the implications of making particular decisions.

You must be able to influence your clients in a trustworthy and collaborative way so they can recognise the full value of a proposed solution.

Helping meet these capability needs:

— Develops great customer experiences
— Communicates effectively
— Develops self
— Business partnering and relationship management

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