

## Build value-based relationships with targeted buyers

Understand where you can add value to new and existing customers, and how to use this understanding to gain their interest and loyalty

**An interactive one-day face to face workshop that will give you new insight into seller-buyer communications and motivations**

How can you change the conversation with buyers to be about more than just price?

Participants will learn how to identify the ways in which they can bring value to customers and to use this understanding to initiate relationships and offer solutions that create lasting value for both parties.

Do you:

- ✗ Want to better understand your customer's buying motivations?
- ✗ Need to have a dialogue with the customer that is about more than price?
- ✗ Struggle to extract information from customers that you can use to improve your services?
- ✗ Feel under-prepared for the challenge of starting new conversations with targeted customers?

Learn how to:

- ✓ Gain insights into your customer's world by mapping their relationships with their customers and competitors
- ✓ Utilise industry knowledge to understand and create value that this customer will recognise
- ✓ Practice effective techniques to gain traction with buyers and collaboration from suppliers
- ✓ Arm yourself with a set of simple tools and skills that you can immediately put to use to increase customer engagement and enhance existing relationships

This workshop is free. Morning tea and lunch provided.

**When:** 30<sup>th</sup> August 2022  
**Where:** Mingara Recreation Club - Tasman Room  
**Time:** 8.30 am to 4.00 pm

[Register Here](#)