

# Accelerating the Trusted Advisor Journey

*Enabling service people to communicate value and close deals*

A programme for teams looking to accelerate the uptake of the Trusted Advisor mindset to increase customer loyalty and revenues



## Why

Companies increasingly realise that if their service people are recognised by customers as 'Trusted Advisors', they are able to deliver more value resulting in increased customer loyalty and service sales. With many service people feeling uncomfortable with the idea of selling, the key to success is to give them the confidence and tools to simply talk to their customers in such a way that they make the decisions for themselves. This programme introduces the power of this concept and is the first step in the journey to becoming an expert Trusted Advisor.



## Who should be involved

All members of Service team from Leadership, Service engineers, Help desk, Contract management & Sales administration.

Up to 12 persons per session

## How the programme works

Delivered in a face-2-face or virtual environment, the programme covers:

1. What is the Trusted Advisor
2. Enabling Mindset
3. Fix yourself - Language to collaborate
4. Fix the Customer - techniques to turn conflict into opportunity
5. Fix the Situation - presenting options, delivering more value



Teams work together in virtual breakout rooms, discussing topics, working on case studies and developing their understanding. A Si2 catalyst, skilled in virtual facilitation, draws together the lessons learned. We recommend a 'Refresh' session after 4 months to consolidate the learnings

The programme duration is flexible and configured to the specific needs of the business, with either an emphasis on collaborative conversations or closing deals.



## Language

English



## Programme Deliverables

On completion attendees will:

1. Understand their role in the Trusted Advisor relationship
2. Understand how to create trust with the customer
3. Begin to use language that drives collaboration
4. Have a basic tool for managing through conflict and difficult situations
5. Be able to present options to the customer with a clear and compelling rationale



## Contact us

Interested, contact us at [info@Si2partners.com](mailto:info@Si2partners.com) for a review of your needs and a quotation

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