





## **Unit Two: The Trusted Advisor Process**

- Engage: How to Team with the Client to Discover Needs, Wants, and Expectations
- Define: How to Work Together to Establish Clear Roles and Expectations
- Deliver: How the Trusted Advisor Role Is Leveraged to Create Flawless Execution
- Renew: How to Review the Relationship with the Client and Commit to a Long-Term Partnership
- Best Practices and Lessons Learned: Case Examples of Client Relationships in Action

## **Unit Three: The Four Capabilities**

- Expert to Trusted Advisor: Rules of the Road
- Relationship Skills: Emotional Intelligence at Work
- Engagement Management: Moving into Acting like a Partner
- Business Acumen: True Professionalism and Being Seen as a Businessperson
- Personal Assessment: The Trusted Advisor Capabilities Profile

## **Unit Four: Building Client Relationship Skills**

- Influencing with Integrity: What's Required
- The Four I's Probing Strategy: Techniques for Focusing on the Things That Are Most Important to Any Client
- How to Facilitate Client and Team Meetings and Be Seen as a Trusted Advisor
- The Power of Communication: Secrets of Verbal and Non-Verbal Communications that Lead to Trust
- Dealing with Client Resistance and Anger: Tools and Techniques to Rebuilding a Relationship Gone Bad
- Role-Play Exercises

## **Unit Five: Client Engagement and Development Management**

- Assigning Professional Accountability while Leading with Collaboration and Heart
- Relationship Models: Trust, Rapport, Communications, and Personal Credibility
- Can You Really Measure Trust? Six Rules for Measuring Trust with Clients
- Leading the Team and Learning Not to Go Native. Danger, Danger, Danger!
- Managing Scope Creep: This Is Not Your Average Ghost Story!

## **Unit Six: Successful Client Relationship Management**

- The Critical Differences: Acceptance, Satisfaction, and Renewal
- Attributes of Valued Client Relationships and Trust
- Identifying Personal Strengths and Challenges
- Personal Trust-Building Action-Planning Management

## **What Mark's Clients Say...**

Here are just a few of the kind words Mark's client's have said about him:

*Mark Hordes was tasked with organizing a professional service sales training for participants from 19 countries with a diverging knowledge base. The results were fantastic. Mark was the ideal partner for this S&T service sales training. We will definitely engage him in the future.*

**--Karl Promberger**

Business Unit Manager, Managed Services, S&T Group



## Interested?

To learn more about Mark's speaking programs, seminars and consulting services contact:

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## Your Presenter

Mark Hordes is the founder and CEO of *Mark Hordes Management Consultants*, a Houston based professional services consultancy and training firm. He is a highly sought after keynote speaker, seminar leader, consultant and advisor to senior corporate executives. Over the past 25 years, he has consulted and led seminars with organizations all over the world and has been profiled in business journals and newspapers and interviewed on radio and television.

Mark's article, *Best Day, Everyday, Rules for the Road in "Getting to Yes" in Selling Professional Service*, won the Association for Service Management International's 2001 award for Best Professional Services Sales Article. He is also co-author of the best selling business book, *"S-Business: Reinventing the Services Organization."*

His clients have included:

- Qualcomm
- Royal Insurance
- Unilever
- American Express
- Hong Kong Productivity Center
- First Data Resources
- Malaysian Airlines
- S&T Eastern Europe
- Oxford University
- Glaxo Pharmaceuticals
- Computer Design & Integration
- Sage and Ultimate Software
- Hoechst Celanese
- Jefferson Wells International
- 3M
- Datatel
- Pennzoil
- Nestles
- Respirationics
- Johnson Wax
- AGFA
- Renault
- Telelogic
- Exxon
- Fujitsu
- Caterpillar Asia
- Georgia Pacific
- Marathon Oil
- Intel
- EDS
- Volkswagen
- QAD
- Bancamer
- Gambro
- Compaq/HP
- Diebold
- Shell Oil
- Tenneco
- Kronos
- Lucent

Mark attended John Marshall Law School in Chicago IL and graduated from the American Graduate School of International Management ("Thunderbird"). He holds an MBA and MS in Organizational and Human Behavior from Aurora University and undergraduate degree from the University of Houston. His prior experience includes executive positions and strategic consulting with Accenture, Dillingham Associates, PQCI International, Ransford Consulting, Spherion and the American Productivity & Quality Center.

Hordes and his wife, Vivian, an artist, reside in Houston TX.