

## Successful Interaction with Clients

### Current Situation

- As products/services become a commodity, direct interactions with clients have a significant impact on their purchase decisions
- We all know situations where clients are not treated appropriately due to existing unconscious biases
- Often sales representatives / client advisors are not aware and do not even realize that they lost the client and the related business because of their interaction with them

### Results

- Participants experience and become aware of their own unconscious biases
- Participants understand how unconscious biases influence their interaction with clients
- Participants learn how to reduce negative impacts of unconscious biases on their interaction with clients

### Approach

- 3-4 hours interactive workshop (short theoretical part, practical exercises, reflection, practical advice for every day)
- Focus on specific situations of client interaction
- Addressees: Front office staff and their line managers
- Languages: English and German
- Max. 20 participants per workshop

### Your benefit of collaborating with me

- You benefit from my practical experience as sales representative, my exchange with client advisors, sharing of lessons learnt in my network and my own customer experiences
- Due to my broad know-how in developing and providing unconscious bias trainings and workshops I can easily adapt the content to your specific needs and business environment
- Flexible working hours and places tailored to your needs