

Getting the best out of client relationships

CIPFA Conference

Windermere March 2018

AGENDA (1 HOUR)

- **Impression and influence**
- **Key interpersonal skills – what are they?**
- **The power of language**
- **Rapport**

3 KEY IMPRESSION FACTORS

LSA model:

- **Look**
- **Sound**
- **Act**

3 KEY INFLUENCE FACTORS

- **Credibility**
- **Likeability**
- **Affinity**

LIKEABILITY

- 1. Love and warmth**
- 2. Appreciation**
- 3. Cheerfulness**
- 4. Flexibility**
- 5. Excitement/passion**
- 6. Determination**
- 7. Confidence**
- 8. Interest in things and people**
- 9. Make a contribution**
- 10. Vitality**



effective

training & development

KEY IPS

- **Active listening**
- **Questioning**
- **Recap**
- **Body language**
- **Acknowledge & build**

Recap as intervention...

“David, just before you continue, can I just clarify what you’ve said so far?

I can see you feel strongly about this, and I want to get it right.

I think your main points are:

Have I got that right?

In which case, can I suggest....?”

Recap as intervention...

- **David: (Name – a softener)**
- **Just before you continue (allowing return)**
- **Can I just clarify what you've said so far? (question, polite, good reason; they will listen – and therefore shut up)**
- **I can see you feel strongly about this (empathy)**
- **I think your main points are...(not only confirming listening, but opportunity to reset tone, volume, pace)**
- **Have I got that right? (closed question, inviting 'yes')**
- **In which case, can I suggest..? (reset the agenda, back in control)**

The power of language

- 1. “I want to talk to you about...”**
 - 2. “I’d like to talk to you about...”**
 - 3. “I’d like to talk with you about...”**
-
- 1. “Can we have a chat about...?”**

The power of language

Not:

- **but...**
- **either/or...**
- **accusatory (you)**
- **statements**

Try instead:

and...

and...

non-accusatory (I)

questions

Rapport

Currencies:

- **QP**
- **Big picture**
- **Towards**

R
Detail
Away from

- **V,A,K**

Rapport

Being in synch: empathetic

- **Tone**
- **Volume**
- **Pace**
- **Language**
- **Non-verbal**

6 top tips

1. Research

2. Ask questions – then listen, A&B

3. Listen for cues & clues – content & tone

4. Be interested in them, not their interest

5. Seek agreement, common ground

6. See objections as unmet needs

Thank you.

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