

Relationship Management

Blending Behavioral Insight with Market Reality

Three-day workshops are highly interactive, **not** slide-reliant.

- *Class size:* Eight or fewer is ideal for clients seeking professional talent assessments. Maximum recommended class size is 12.

DAY ONE: PRINCIPLES OF BEHAVIOR

Self-awareness

- Maps & Lenses
- Relationship Levels
- Relationship Windows
- Worry Circle® Management
- The 4-Step Wheel of Change
- “The Impact of Technology on Behavior & Happiness”©

Influencing others

- Q-Factors & Likeability
- First Impressions
- Work Styles
- Managing the Emotional Experience
 - Positive emotional experience creation
 - Irritators & negative emotional experience minimization
- The 5 Steps to Effective Listening
- How to Disagree

DAY TWO: BUSINESS SUCCESS FACTORS

- Value Propositions: How to Construct & Communicate Strong Value Props
- Increasing the Overlap: What We Sell vs. What They Need
 - Enablers & Impediments
 - Expanding Personal Influence
- Strategic Repositioning
- Politics: Real but Illogical
 - Hierarchy
 - Positioning

- Champions & Saboteurs
 - Fairness: Why Legitimate Solutions Do Not Get Approved.
- The Cognitive Process: How People Evaluate Big Decisions
 - Objections: Causes, Remediation, and Minimization

DAY THREE: APPLIED LEARNING & STRATEGIC PLANNING

Offense, Defense, and Planning

- Playing Offense: Expansion & Cross-selling
 - “Hit Rates” (Success effectiveness ratios)
 - Barriers to Performance
- Playing Defense: Retention, Differentiation, Executive Sponsorships, and Matrix Management
- Quick, simple, scalable, and easily “doable” strategic planning:
 - For internal plan & review
 - For external presentation
 - Workshopping a personally relevant strategic plan

Messaging & Communication

- The 4 Elements of Effective Communication:
 1. Sender
 2. Receiver
 3. Channel
 4. Message
- High-Impact Messaging
 - Recognition
 - Message construction:
 - Pitches
 - Themes & Hook Statements
 - Speeches
 - Presentations
 - Scripts
 - Storytelling
- Meeting Room Management
 - Set-up
 - Interpersonal dynamics
 - How to save a meeting that goes off the rails.



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Global Executive Sales Coaching

We teach **winning.**

The 8 Media Logos to use on Relationship Management brochure for Ocean Palmer Associates: ABC, CBS, FOX, NBC, NPR, Armed Forces Radio Network, TIME Magazine, and MIT Media Lab.





TIME



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