



# Maximising Client and Stakeholder Retention and Return

An insight and introduction to the Business of Trust Sales Masterclass

Discover what organisations around the world are doing to achieve growth through building and nurturing successful relationships.

Never has it been more critical to build genuine partner relationships with clients, customers and stakeholders. This webinar will provide a brief overview of what organisations around the world are doing in order to achieve growth through relationships. Keith will talk about the different types of business relationship that exist and how organisations are developing deep and sustainable partner relationships – quickly.

Included as part of this Masterclass is FREE access to “The Client Magnet”

The Client Magnet is an online course where you'll learn proven tools and techniques for finding the right buyers, and then engage with them in a way that makes them want to buy from you so you can avoid the hard sell.

Techniques will be shared with you that the most successful professional services and business-to-business sellers use – no matter what their role title is.

## Evolve with QUTeX

Do you want to hear the latest ideas and insights to help you differentiate yourself and your offering? Are you keen to learn what others are doing in this critical space? Join business coach and international speaker, Keith Dugdale for this introduction into the Business of Trust Sales Training masterclass.

## Who should participate?

Are you responsible for sales, business development or stakeholder engagement? If so, this webinar is designed for you.

This webinar is recommended for anyone who works in a business-to-business or professional services environment and wants to improve the way they engage with clients and prospective clients, to build more trust, and more easily make sales. Business of Trust Sales Training will benefit those who have many years experience and are looking for some new tools for their toolkit, right through to people who are new to sales and client relationships or are just starting out in their careers.

## Your expert facilitator



### Keith Dugdale - Managing Director of The Business of Trust

As an author, business coach and international speaker, Keith's career focus has been on helping people to build trusted relationships in business, primarily in a sales environment. After 25 years with PwC in Europe, Asia and Australia, he has learned to ‘decode’ what it is that the best-of-the-best sellers, rainmakers and relationship builders do. Together with David Lambert, he co-created their Smarter Selling methods to teach others these exact techniques through this masterclass, and in their book ‘Smarter Selling: How to grow sales by building trusted relationships’ now in its second edition published by Financial Times Prentice Hall and translated into five languages including Chinese and Russian.



By focusing on trust and not selling he has helped individuals and organisations understand how to:

- raise the profitability of their work. Partly by focusing on having the relationship with the economic buyer, and partly through removing proposal processes out of the sales cycle as much as possible.
- shorten the sales cycle by getting to the stage very quickly where clients want to buy a service because they want to work with the provider.
- have the confidence of people to have broad and deep conversations, build relationships and ultimately win work.
- build a client centric sales culture.

## Cost

This event is free but registration is essential.



Duration: 1 hour



Cost: Free

## Apply Now

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