

Providing a client service

Make yourselves indispensable to your clients. Explore how you can press those 'hot buttons' to deliver the best PR as part of a responsive, strategic service to clients. These and similar workshops help stretch your teams' concepts of excellence.

Account Handling: Key factors and skills

Develop a heightened understanding of key factors in client relationships. Practice and deploy an expanded range of communications and influence skills in healthcare contexts.

Building the client service relationship

Boost your abilities to deliver and communicate what clients really value. Establish key criteria and present information in the right way for each client.

Consulting skills

Learn the building blocks for excellence in communication - the essence of taking a good brief and for gaining insight into your impact on the client.

Strategic counsel and creativity

Introducing Outcome Thinking

Apply this tool to any situation where you really want a result. Helps you think strategically and clarify information, turn general aims into well-formed outcomes and make things happen with the client. Use this to help the team form clear, motivating outcomes for a project.

Creative planning for healthcare PR

Try new techniques for developing greater insights into PR challenges - learn how to dig deeper. Explore key routes to improving creative thought and generating workable client solutions.

Several clients liked these techniques so much they have made them a permanent feature of their brainstorming sessions and use them as a framework for presenting to clients.

How we help make this work?

We can help you develop in these areas by providing:

- Bite-sized training sessions or half-day workshops as appropriate
- Coaching in support of this or as a stand alone activity
- 'Success capture' - working with you to find ways of trying out and reviewing new skills until they become established.

'All...extremely helpful - introducing the skills to deal with most client situations.'

Jo Reeves, Ogilvy Learning & Development

'This has helped me amazingly. I am able to draw more information from my clients and get a better idea of precisely what they expect.'

Account Manager, Ogilvy PR

'This was like taking a sharpener to my planning pencil and strategic performance with clients'.

Lisa Rice, Marketing consultant, Oxford