

Client relationship management for Project Managers (master class)

Many project managers work directly within a client's own working environment or alternatively where the products from the project are to be delivered to one of their clients. Poor management of the client relationship through the life of the project can lead to devastating consequences and can be the underlying difference between project success and failure. This one-day course aims to develop the role of the project manager in owning and managing the client relationship and delivering better client satisfaction and more repeat business. It will provide skills development and practise to support project managers in being more proactive with clients, dealing constructively with conflicts and managing client expectations in a timely and effective manner.

Course duration

1-day.

Who should attend?

Project managers, work-package managers, project office managers or programme managers would all benefit from gaining practical skills, tips and ideas as to how to manage client relationships in a project environment.

Course content

Typically this course includes:

- Overview of client relationship management
- Effective listening
- Questioning techniques and skills
- Personal conflict styles and management
- Negotiation styles and approaches
- Conduct effective client meeting
- Application of learning back in the work place

Pre-requisites

At least a basic knowledge of project management and a minimum of one year's experience in a project or programme management environment.

Course style

This course is highly participative using a range of exercises, case studies, role play and practical work.

Availability

This course is available as an in-house corporate event only. The agenda content and style can be tailored if required to match the needs of your organisation. To discuss dates and venues please contact Provek.

Course objectives

Delegates will be able to:

- Appreciate the scope and benefits of good client relationship management
- Respond to the challenges of, and barriers to, effecting listening
- Manage the expectations of the client better
- Recognise and understand how to manage a range of conflict situations
- Deploy the appropriate style of questioning with clients
- Use appropriate strategies in managing clients
- Plan and conduct an effective client meeting
- Reflect on the learning from the workshop and consider actions to take back to the work place to improve your own performance



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