



### How can we help you?

To discuss how our team can help your business achieve true results, please contact us.

650.361.1902

### Our training programs:

- Marketing
- Sales
- Professional Development
- Leadership

Next Step is proven to maximize clients' results with accountability - leading to 300% or greater return on investment.

## Developing Long-Term Business Relationships

### Program Overview:

This mini-workshop is designed to help participants successfully build relationships that are both genuine and sustainable.

### Objectives:

Upon successful completion of this session, participants will be prepared to:

- Leverage their network to build a mutually beneficial relationship.
- Identify and select people with whom a business relationship would be useful.
- Adapt their elevator pitch.
- Identify the appropriate language to use according to listeners' processing type.

### Workshop Topics:

- Developing Business Relationships
  - Business Relationships
  - Network for Success
  - Build and Communicate Your Personal Brand
- Different Types of Processing
  - Visual
  - Feeling
  - Auditory
- Application

"The most valuable part of the session was learning to recognize other people displaying their brand, and how I can better relate so that I can effectively communicate with them."

**Workshop Participant, Goodwill Industries of the Greater East Bay**

## Taking Companies to the Next Step