



Being a Trusted Advisor

In conjunction with Trusted Advisor Associates, Egyii is offering the *Being a Trusted Advisor* programme from the Trust Service Suite.

Target Audience: This programme is for services and support professionals, internal functional practices (such as HR), customer-facing roles of all sorts and anyone who plays a key role in establishing and building relationships for business with both internal and external clients.

Trust can be taught. Both people and businesses can become more trustworthy, and more trusting. Teaching people trust skills is not like teaching them about products, or rules and regulations. Trust requires teaching mindsets as much as skill sets. You don't learn trust from a book. You learn by doing, from those who have done, and by applying good commonsense to real-life situations.

It's very hard to fake trustworthiness: the easiest way to appear trustworthy is to actually be trustworthy. That requires attitudes as well as behaviours.

It's time to drive your business through *trust* with your internal and external clients.

In this programme, we will work with your people to show them:

- How to improve customer retention
- How to improve the likelihood that people will take your advice
- How to deepen existing client/customer relationships
- How to create trust rapidly—without sacrificing integrity
- How to improve listening to break down barriers in discussions
- How to use listening to increase acceptance of recommendations
- How to assess and increase your own trustworthiness and that of others
- How to manage risk in trusting
- How to use trusting to increase your own trustworthiness

This programme is offered in both traditional classroom format and in an onsite-offsite format, which blends activity and collaboration with low-cost delivery.



<http://www.egyii.com/trusted-advisor-edge.html>

