

Client Talk

Where strategy meets people

Providing new thinking
and interactive training

CHALLENGE

PSMG is the Professional Services Marketing Group. They bring together marketers and business developers in the professional services sector. They want to make sure that their members have access to up-to-date training and continuous learning. Often marketing and business development training is old-fashioned and focused on themes that pop up again and again.

WHAT WE DID

Client Talk work with PSMG to provide new thinking and interactive training. We have run workshops on how to present online, client listening masterclasses, sessions on the importance of influence and we have hosted Client "Talking Heads" sessions. Our founder, Claire Rason, was even invited to guest edit a copy of Centrum Magazine - all about Client Listening.

RESULTS

We get fantastic feedback from participants which is why this is a partnership that continues to grow. PSMG is able to fully achieve its aim of enhancing the perception of marketing and business development professionals within PSF through quality training.

AT A GLANCE

- Training and coaching
- Client Listening
- PSF Business Development



Client Talk is a key partner for PSMG and is proud to be associated with them. They offer a unique approach to client listening which ensures lasting and real change. By bringing together business development acumen with their outstanding coaching abilities, on an individual or firm level, they optimise performance in a way that is unique to our sector.

Gail Jaffa,
Managing Partner