



GAIN THE EDGE THAT WILL ASSURE YOUR SUCCESS

Take *The Relationship Edge*® in Business Course!

Success in business today demands that you develop meaningful business relationships, no matter what your role or title. The Relationship Edge® in Business course equips you to form and leverage more valuable relationships with colleagues, customers and prospects — a skill that’s key to achieving your goals.

Why You Need The Relationship Edge®

We won’t naturally connect with 7 out of 10 people we meet. Research proves it. So what can we do about it? The Relationship Edge® shows you what!

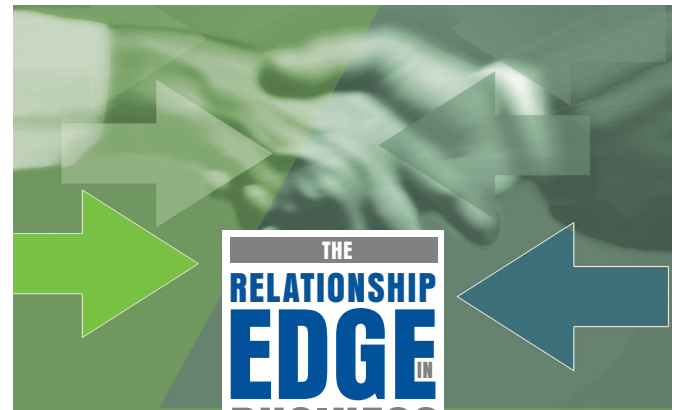
Based on the best-selling book by Delta Point CEO Jerry Acuff, this program teaches a proven process to develop, maintain, grow and leverage business relationships. **You’ll walk away with practical techniques that will work right away.**

Why It’s Effective

The Relationship Edge® in Business program combines the theory and application you need to start building more effective business relationships now.

The program teaches vital skills through a two-part approach:

- **Introductory e-learning course** gets you familiar with the concepts underlying The Relationship Edge® in Business approach. The course uses videos and scenarios to show you how to connect in different situations, letting you make choices that affect the scenario outcomes.
- **Live instructor-led workshop** takes you through the Relationship Edge® in Business approach, step by step, with hands-on exercises providing practice in the skills you’ve learned along the way. The full-day workshop can be led by an experienced Delta Point facilitator or your own instructor.

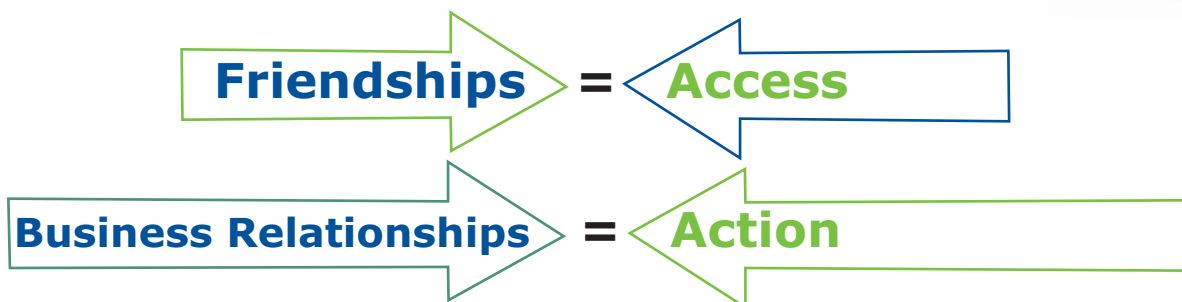
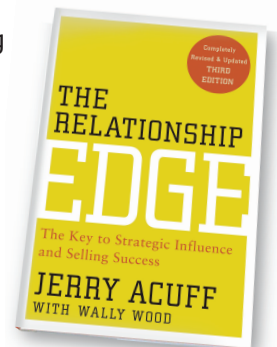


Who Will Benefit

The Relationship Edge® in Business can help anyone build stronger connections and achieve greater success.

It’s ideal for:

- Sales representatives – new and tenured
- Sales managers
- Marketing staff



What You'll Learn

The Relationship Edge® in Business program will teach you and your team how to:

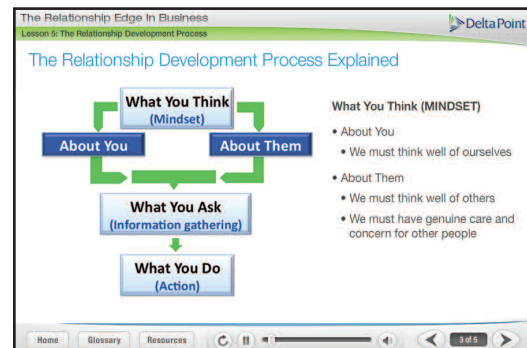
- **Analyze** where your current business relationships stand
- **Improve** connections by using our proven, proprietary Relationship Development Process
- **Assess** how your mindset affects your business relationships
- **Engage** in Customer-Centered Listening to create stronger ties
- **Ask** high-impact questions that advance customer relationships
- **Move** customers along the Relationship Pyramid in the right direction
- **Develop** a relationship-building action plan to use with your customers beginning today

What the Program Covers

The two-part Relationship Edge® in Business program covers all of the concepts and skills you need to develop fruitful, lasting business relationships.

Together, the e-learning course and live workshop encompass key topics like these:

- **Valuable business relationships** and how to assess them based on AIR (Access, Influence, Results)
- **The 13 fundamental truths** about business relationships
- **The Relationship Pyramid** and how others' perceptions influence it
- **The 3-step Relationship Development Process**
- **Mindset** and its effect on what you say and do in relationships
- **Customer-Centered Listening** as the optimum way to engage
- **High-impact questions** as a means to planning conversations that build relationships
- **Relationship Mapping** as a tool to understand which relationships are critical to your success
- **Pyramid Hopping** as a way to leverage the relationships you have today to forge new connections tomorrow



START FORMING STRONGER BUSINESS RELATIONSHIPS!

Contact Delta Point for more details or to get started.