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COURSE BROCHURE

Advanced Business Conversation Skills for Client-Facing Professionals Course

15 – 26 February 2027
Amsterdam

Advanced Business Conversation Skills for Client-Facing Professionals Course

Ref: 463_16836 **Date:** 15 – 26 February 2027 **Location:** Amsterdam **Fees:** 9500 GBP

Business Conversation Skills is a 2-week advanced training course for business professionals, sales staff and client-facing managers who meet clients and executives every week, and each participant leaves with a client conversation playbook. Clients now expect advisers rather than presenters, so the quality of each conversation decides whether trust, revenue and referrals follow. Jupiter Prime Training runs this course for professionals whose conversations carry commercial weight.

Why Business Conversation Skills Matter Now

Three forces have raised the importance of business conversation skills. Buyers research online before meeting suppliers, so they want insight and good questions rather than product descriptions. Senior decision makers have little time, rewarding professionals who can open well, reach the point and agree clear next steps. Hybrid selling also means more conversations happen by phone and video, where rapport must be built without the cues of a shared room. Organisations whose people converse skilfully win more accounts, resolve disputes earlier and grow existing clients; those that rely on scripts lose deals to competitors who listen better. The course draws on consultative selling practice, questioning models and active listening research.

Who Gains Most from Business Conversation Skills

- Account managers who hold regular review and renewal conversations with key clients
- Sales professionals who run discovery meetings and present proposals to buyers
- Business development leads who network at events and convert contacts into meetings
- Client service managers who handle escalations, complaints and scope discussions
- Technical specialists who join client meetings and must explain value in conversation

Commercial teams that send account, sales and service staff together gain most, because they can agree shared conversation standards and joint account plans on return.

Business Conversation Skills Capabilities

Participants move from scripted, product-led talk to confident, question-led conversations that clients value and act on.

- Design conversation objectives and question plans before client meetings — account and sales leaders
- Apply consultative questioning to uncover real client needs — buyers and decision makers
- Build rapport with executives through concise, insight-led dialogue — senior client stakeholders
- Communicate responses to objections and pushback calmly — pricing and renewal decisions

- Assess and steer difficult client conversations to workable outcomes — dispute and scope decisions
- Specify clear next steps and follow-up at the close of each meeting — sales pipeline progress

Key Business Conversation Skills Terms

- Consultative conversation — A client dialogue led by questions and listening, aimed at understanding needs before proposing solutions.
- Discovery meeting — An early client meeting focused on understanding the situation, problems and priorities before any proposal.
- Funnel questioning — Moving from broad open questions to narrower specific ones to reach precise client requirements.
- Buying signal — A verbal or nonverbal cue that a client is ready to move forward, such as asking about timing or terms.
- Objection — A concern or reason a client gives for not proceeding, which can be explored and answered rather than avoided.
- Trial close — A question that tests a client's readiness to commit without pressing for a final decision.

Business Conversation Skills Day by Day

Day 1: The Client Conversation as a Business Asset

- Conversation Moments Across the Client Journey — Where Revenue Is Won or Lost
- Buyer Expectations of Consultative Dialogue — Moving Beyond Product Pitches
- Conversation Audit of Recent Client Calls — Personal Strengths and Gaps
- Cultural Norms in International Business Dialogue — Respectful Pacing and Formality
- Conversation Objectives Before Every Meeting — Purpose, Outcome and Next Step

Day 2: Opening and Small Talk That Builds Trust

- Opening Lines for First Meetings — Credible and Relaxed Starts
- Purposeful Small Talk Topics — Finding Common Ground Quickly
- Name, Title and Greeting Etiquette With Executives — Professional First Impressions
- Transitioning From Small Talk to Business — Smooth Agenda Setting
- Telephone and Video Call Openings — Engagement Without Visual Cues

Day 3: Questioning Techniques for Discovery

- Open, Probing and Clarifying Question Ladders — Uncovering Real Needs
- Situation, Problem, Implication and Need-Payoff Questions — Consultative Discovery
- Funnel Questioning From Broad to Specific — Precise Client Requirements
- Silence and Follow-Up Prompts — Letting Clients Reveal More
- Question Planning Sheets for Key Accounts — Preparation Before Visits

Day 4: Listening and Rapport With Clients and Executives

- Reflective Listening and Summarising Client Points — Confirmed Understanding
- Mirroring Language and Pace — Natural Rapport Without Imitation
- Reading Buying Signals and Hesitation — Adjusting Direction in Real Time
- Rapport With Time-Poor Executives — Concise, Insight-Led Exchanges
- Building Credibility Through Industry Insight — Trusted Adviser Positioning

Day 5: Steering and Structuring Business Conversations

- Agenda Framing and Time Checks — Keeping Meetings on Track
- Signposting and Bridging Between Topics — Guiding Without Controlling
- Redirecting Tangents Politely — Protecting Meeting Purpose
- Handling Multiple Stakeholders in One Conversation — Balanced Attention
- Value Statements Linked to Client Priorities — Relevant Proposals

Day 6: Handling Objections and Pushback

- Objection Types of Price, Timing, Trust and Need — Tailored Responses
- Acknowledge, Explore and Respond Sequence — Calm Objection Handling
- Reframing Concerns as Shared Problems — Joint Problem Solving
- Competitive Comparisons in Conversation — Fair Differentiation
- Recovering After a Misstep or Complaint — Restoring Client Confidence

Day 7: Difficult Client Conversations

- Delivering Unwelcome News to Clients — Honesty That Preserves Relationships
- Escalated Client Disputes — De-Escalation and Fact Finding
- Contract Scope and Change Request Discussions — Firm Boundaries With Goodwill
- Collections and Payment Reminder Calls — Respectful Persistence
- Saying No to Unreasonable Requests — Alternatives That Keep Business

Day 8: Networking Dialogue and Relationship Expansion

- Conference and Event Networking Conversations — Starting and Exiting Gracefully
- Introductions and Referrals Requests — Expanding Through Existing Contacts
- Follow-Up Conversations After Events — Turning Contacts Into Meetings
- Cross-Selling Through Account Conversations — Adding Value to Existing Clients
- Relationship Mapping Within Client Organisations — Hospitality and Engineering Examples

Day 9: Closing Conversations and Next Steps

- Trial Closes and Commitment Questions — Testing Readiness to Proceed
- Summarising Agreements Verbally — Shared Understanding Before Leaving
- Next-Step Proposals With Dates and Owners — Momentum After Meetings
- Follow-Up Emails That Mirror the Conversation — Written Confirmation
- Account Conversation Logs in Client Records — Continuity Across Teams

Day 10: Practising the Client Conversation Playbook

- Full Discovery Meeting Simulation — Applying Questioning and Listening
- Executive Briefing Conversation Role Play — Applying Rapport and Insight
- Objection and Difficult Conversation Drill — Applying Response Sequences
- Networking and Closing Practice Round — Applying Next-Step Commitments
- Client Conversation Playbook — Peer Review and Personal Targets

Applying Business Conversation Skills After the Course

- Prepare a question plan for the next three client meetings and record which questions surfaced new needs or opportunities.
- Introduce a shared next-step summary at the end of every client call for a month and log agreed actions in client records.

Business Conversation Skills Questions FAQ

What are business conversation skills, and why do they matter now?

Business conversation skills are the abilities to open, steer, question, listen and close conversations with clients and executives. They matter now because informed buyers expect insight and time-poor leaders reward professionals who reach the point and agree clear next steps.

Which roles gain most from business conversation skills training?

Account managers, sales professionals, business development leads and client service managers gain most. Staff in sectors such as banking, technology, hospitality and engineering services use these skills daily in client reviews, discovery meetings and networking events.

How does business conversation skills training differ from a presentation skills course?

It focuses on two-way dialogue rather than one-way delivery. You work on questioning, listening, rapport, objection handling, difficult client talks and closing next steps, while a presentation skills course centres on structured talks to an audience.

What do you bring back from business conversation skills training?

You bring back a client conversation playbook with opening lines, question plans, objection responses, difficult conversation approaches and closing techniques, tested in role plays and ready for your next client meetings.

Business Conversation Skills: The Way Forward

The client conversation playbook gathers each participant's openings, question plans, objection responses and closing phrases. Its first use is the next discovery or account review meeting, where it shapes preparation and flow. Sales and account leaders can use it to coach teams. After the first few meetings, the question plans deserve a fresh look based on what clients actually revealed.