

Heidi Dulebohn

MASTERING SOCIAL CODES IN BUSINESS:
CLIENT SERVICES



After traveling the world, breaking barriers, and securing several “firsts” as an executive in the grain trading industry, Heidi turned her passion for etiquette into a series of helpful workshops, columns, and crowd-pleasing speaking engagements.

Everyone practices some form of etiquette every day, at work, home, and everywhere in-between—most just don’t realize it. The etiquette label may seem old-fashioned and out-of-date. Still, its core values of respect, appreciation, and treating others with kindness have never been more timely. As we emerge post-pandemic, our priorities have evolved, and we can see the value of our personal and professional relationships.

In this hands-on training experience, [Heidi Dulebohn](#) will break down the social codes to successfully build, grow, and retain a robust clientele. This training provides valuable information about how etiquette and empathy can empower your staff to confidently serve the clientele. Your staff will leave the seminar with new and refreshed skills to put into practical use immediately.



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Without relationships, there is no business. It takes a mastery of social codes to cultivate and nurture client relations for retention and growth.

- Why client relations are crucial; referrals, retention, and growth
- Learn how to “read the room”; it’s about timing and being in-tune with your client
- Be an active listener; participate in a powerful listening exercise
- Fine-tune your communication skills
- Be interested, check your ego—it’s all about your client
- How to respect professional boundaries
- Rebounding from pitfalls: Despite planning, sometimes things happen

Additional Modules:

- Why Emotional Intelligence is critical to your success
- Cultural Awareness; being culturally aware and respectful of your clients

DURATION: 2HRS, WITH ADDITIONAL MODULE ½ DAY