



**Ed Wallace**  
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## Topics

### Introduction

Times sure have changed in the past few years. Businesses changed and people always seem to be changing. What doesn't change is the value of building trusted relationships with customers, colleagues, and vendors. In a world where practically everything can be automated, commoditized, or outsourced, trusted relationships are the constant – the North Star – that change the growth trajectories of individuals and companies.

Are you wanting to improve your business relationships and deepen opportunities to connect with your clients, customers, and teams to maximize your value propositions? We've teamed up with Business Relationship Expert, Ed Wallace to bring your chapter three 3 powerful workshops which we hope will bring you the knowledge, tips, and useful recommendations for developing your sales and relationship-building skills and allow you to grow your business opportunities!

### Create Competitor-Proof Relationships

Join Ed Wallace, author of the #1 bestseller *The Relationship Engine*, for this fast-moving, immediately actionable, workshop on transforming contacts into high-performing relationships. You'll never take another relationship for granted after this workshop.

### Learner Objectives:

- Learn about Max the taxi driver's competitor-proof approach to business relationships
- Focus on improved relationship skills for in-person and virtual environments – listening, proactive problem solving, building trust, effective communication, and ensuring that a real personal connection is made with members, customers, and prospects
- Understand and apply the foundational Relational Capital Concepts
  - Displaying Worthy Intent
  - Understanding the essential qualities of Credibility, Integrity, Authenticity
  - Locating the Relational GPS (Goals, Passions, and Struggles) of every business contact
- Use the Relational Ladder® to transform contacts into high-performing relationships



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## Topics

### Build Relationships with Your Ideal Buyers

Business relationship expert, Ed Wallace, shares how to advance relationships up the Relational Ladder® - developing credibility for yourself and your offerings through strong discovery and qualifying questions targeted at your ideal buyers' Relational GPS®.

#### Learner Objectives:

- Help utilize the concept of Relational GPS® to align some of your most important business relationships
- Create targeted conversations aligned with the Relational GPS of each targeted buyer persona
- Deliver strong discovery questions – stop asking “What’s keeping you up at night?”
- Qualify your prospect using the simple B.A.N.T. approach

### Deliver Impactful Value Propositions

Business relationship expert, Ed Wallace, shares how to advance relationships up the Relational Ladder® - developing credibility for yourself and your offerings through strong discovery and qualifying questions targeted at your ideal buyers' Relational GPS®.

#### Learner Objectives:

- Identify your business' true sources of value
- Translate your sources of value into the language of the customer
- Learn a simple, three-step process to create value propositions based on specific customer opportunities
- Deliver impactful, consistent value propositions for each business opportunity

## Profile

Ed consults with and speaks for corporations and associations across the globe with a client list that is a Who's Who of Fortune 500 companies. He is the author of Fares to Friends, Creating Relational Capital business Relationships That Last, and his most recent, the #1 best seller, The Relationship Engine. Ed was recently published in the Harvard Business Review. In addition, he is currently on the Executive Education faculty for Drexel's LeBow College of Business and Villanova University's Human Resources Master's program.