



CREATING TRUST WITH YOUR DOD CUSTOMERS AND WINNING MORE BUSINESS



CUSTOMER AMBASSADOR TRAINING

THE FOUNDATION OF DEVELOPING BUSINESS IS TRUST

Selling to DoD is complex, there are many stakeholders and even more rules to prevent business becoming too comfortable with DoD acquisition professionals. How can you navigate these barriers to create Trust?

We have all seen long term incumbent defense companies lose their franchise business as their DoD Customer lost their Trust in them and gave the work to another supplier. How can you prevent this?

Successfully building Trust transcends all parts of business from front end business winning to internal relationships where departments provide services to each other.

BLUE SKY DEFENSE CONSULTING LLC

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CREATING TRUST WITH YOUR DOD CUSTOMERS AND WINNING MORE BUSINESS



"It costs 6-7 times more to acquire a new Customer than retain an existing one" - Bain & Company

"It takes 12 positive experiences to make up for one negative experience - "Understanding Customers" Ruby Newell-Legner

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At Blue Sky Defense Consulting we have partnered with Charlie Green, CEO and Founder of the Trusted Advisor associates to bring you a 1 day workshop that will help you and your team

- Understand the power of trust in a Business Development environment
- Understand the mechanics of trust, how it is built and how it is lost
- Provide real-world defense business examples and role-play
- Provide tools and techniques to help you build trusting relationships
- Provide reference material to allow you to continue your trust learning Journey

Over 500 delegates have taken the course which has a 96% referral rate

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