

Disruption...Opportunity...Prosperity

Client Engagement During the Pandemic

We know we want to engage with our clients and grow our client base, but now it seems more difficult than ever to do so. Join us for an illuminating virtual series to learn the best approaches to serve you and your clients. Customizable timelines: 1.5 hour to 2 hour session or choose 20 minute modules.

Module 1

Virtual First Impressions

Whether it's a virtual meeting with internal partners or reaching out to clients, we need to ensure we're comfortable with our online presence. We'll cover expectations of professional appearance and decorum, because first impressions online are as important as in person. Communicating online has its challenges as well. It's easy to become distracted and ultimately less professional when working remotely.

- How to appear credible and trustworthy on camera
- Image tips in choice of clothing (colour, patterns, business casual options) grooming
- Virtual office impression
- Creating balance visually
- Avoiding distractions with backdrops,
- Lighting to look your best
- Body language, what to do with your hands, posture, facial expressions, etc.
- Virtual etiquette: eating, drinking, devices, taking leave, etc.

Module 2

Professional Image (on camera and in-person)

A universal perceptual tendency is to "judge a book by its cover". We form lasting opinions based on what we see. In fact, over half of the impression you convey to others is based on appearance. The look of credibility, composure and professionalism must accompany the message for an audience or client to accept it.

- The impact of appearance on client perceptions
- How to create the "look" of professional credibility on camera
- Grooming: on camera tips, hair, facial hair, etc.
- Dressing for meetings (virtual and otherwise)
- Dressing for various levels of client interactions
- The power of colour on visual communication
- Clothes you should never wear, and the clothes you must have
- Why it is critical to appear current (not trendy) with your appearance
- Seasonal colour concepts that help streamline your wardrobe and provide maximum versatility
- The distinctions between professional and business casual dress
- How to look your best with minimal effort

visit mbg.ca or contact Lynne Mackay today: lmackay@mbg.ca | 613-298-0646 | 1 877 611-1171

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Module 3

Client Engagement (engagement during the pandemic)

Successful meetings, both internally and externally, requires that we understand and meet the unwritten expectations of the pseudo social/professional arena. The requirements have changed during Covid. We need to strike the perfect balance between safety and comfort when meeting others in public.

- Be an ambassador in representing the mission and values of the organization
- Incorporate appropriate business protocols during all client interactions
- Being prepared: having an agenda, tailor to various situations, tag lines that put you into context when you attend events
- Greeting in the time of Covid 19: handshake alternatives
- Self introductions to initiate conversation; practice introducing themselves and others to engage in conversation and have people interested in knowing more about them
- Survive the nuances of small talk: topics to discuss and to avoid
- Realize that money flows in the direction of biographical knowledge
- Learn to make connections through intelligent inquiry
- Listen to make an emotional connection

Module 4

Client Networking (attending live/virtual/internal/external events)

Managing the impression you make and maximizing your 'like-ability' are the keys to making every networking opportunity consistently profitable. Making an emotional connection is the key to being positively remembered.

- Revive curiosity to pave the way to emotional connections
- Recognize the power of small talk for building relationships
- Tap into the autobiographical urge of others
- Realize that money (business, goodwill) flows in the direction of biographical knowledge
- Business Development: how to transition from social to business conversations
- Appreciate the importance of good timing and appropriate conversational contribution.
- Disclose information that is appropriate and reciprocated
- How to handle interruptions or difficult to answer questions
- Learn the ABCs of asking for referrals to garner quality professional contacts
- Follow up skills.

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Lynne Mackay specializes in the delivery of professional development to enhance a company's human resource credibility. These include personal image, performance communications, networking, business etiquette and professional behaviour programs. Lynne has an comprehensive background and travelled extensively in her 35 years of working with Fortune 500 companies across North America.

Her in-house seminars and virtual presentations are dynamic and effective. She consistently provides valuable, practical insights that can be applied by all who attend.

Commissioned Publications:

- ▶ The Power of Your Image Canadian, Dental Association Publication
- ▶ The Professional Image of the Technician, Association of Field Service Management International
- ▶ First Impressions, Canadian Bankers Association
- ▶ Image: Your Competitive Edge, Canadian Professional Sales Association
- ▶ Guidelines on Appearance and It's Impact on Service, Bell Canada
- ▶ Image for Professional Women (interactive CD)
- ▶ We Dress For Business, Bombardier Inc.

"Your presentation was dynamic and informative and was well received by all members in attendance that evening."

**President of the Ottawa and District
Scotiabankers Association**

"Extremely practical information presented in an exceptionally professional manner."

Pfizer Canada

"The seminar was presented extremely well and specific to our group's requirements."

Ontario Power Generation

"The most useful professional three hours I've ever spent. I've left the session with new insight and effective strategies to deal with all my clients."

Astra Zeneca

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