**Course Description**

The process of starting, growing, and maintaining a business relationship is a critical skill that cannot be left to chance or “natural” ability. This workshop, based on the book, “The HEART of the Deal: Creating Winning Business Relationships”, provides an in-depth exploration of the psychology of why people prefer to do business with some people or organizations over others. We will delve into the HEART skills practiced by the most successful business people in the world and provide you the tools to connect with others instantly to initiate or bolster your business connection.

- **Introduction to the HEART Model**
  - Characteristics that Create Winning Business Relationships
- **Personality Intelligence (PI)™**
  - Identifying and Adapting for Optimal Connection
- **The Power of Principled Intent**
- **The “EE” Principle**
- **Authenticity Exercise**
- **The Pathway to Connecting**
- **There is NO Relationship Without Trust**
  - Building and Maintaining Trust
- **Body Talk**
  - Sending the Right Messages
  - Reading Others
- **Optimizing Communication**
  - In Person, Phone, and Email Variances
- **Creating Reciprocal Respect**

**Course Duration – One-Day Workshop**

**Price - $ 797 USD**

**Course Part Number – TCW-HRT-SDW**

**Who Should Attend** – This course is designed for individuals that have face to face contact with important business partners. Sessions can be customized for administrative, sales, or executive levels.

After completing this comprehensive training, you will have the necessary skills to:

- Create a highly productive first meeting
- Connect with clients and set a powerful positive impression of you and your company
- Know what to say and how to say it
- Read and respond to the body language of others
- Create the comfort and rapport that lead to long-term beneficial relationships

**Register Today**

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