



“The Six Golden Rules to Build Trust with All Your Customers”

**Speaker: Mark Hordes, Trust-Based Customer and Client Relationship
Consultant & Trainer**

Company: Mark Hordes Management Consultants, LLC

Website: www.trustedadvisortraining.com

PMI Houston Conference & Expo and Annual Job Fair 2015

- Please put your phone on silent mode
- Q&A will be taken at the close of this presentation
- There will be time at the end of this presentation for you to take a few moments to complete the session survey. We value your feedback which allows us to improve this annual event.



“Getting to the Heart of your Business Success.”

- A Trusted Business Advisor since 1990 with over 200 training and trust building projects completed throughout the U.S., Asia and Europe.
- The company's broad services portfolio includes:

Trust-Building Training & Programs: Training and coaching on building trust/internal and external customers, trust development, trust based selling, coaching for performance, handling conflict, culture scans, employee surveys, building the high performance teams, Leadership development, services management and organizational development interventions.



Oil & Gas



Chemicals



Non-Profit
Organizations



Charitable Orgs.



Food & Beverage

Financial Services

Engineering & Construction



Pulp & Paper



Specialty Chemicals

Today's Presenter: Mark Hordes



Mark Hordes is currently a talent management consultant and managing principal with *Mark Hordes Management Consulting, LLC* a consulting and training firm based in Houston, Texas USA.

A former partner with a "Big Five" management consulting firm, Mark has successfully led global talent management engagements, leadership development, behavior change management and cultural alignment engagements for clients such as Chevron, Hoechst Celanese, Shell Oil, Baker Hughes, Blue Star, SADARA, KBR, Saudia Airlines, Tasnee, Marathon Oil, Conoco Phillips, Schlumberger, Tenneco, Dow, well as clients representing Energy, Manufacturing, Services, Refining, Consumer Goods, Travel & Transportation, and Governmental Bodies in the North America, Europe, Middle East, Far East, China, Scandinavia and Europe.

Mark is a "Talent Management" Thought Leader" founder and former managing editor of the *Organizational Excellence Journal* (OEJ) an electronic Leadership newsletter with a subscriber base of over 16,000 monthly readers. He is a sought after "key note" speaker, and co-author of the best-selling business book: *S-Business: Reinventing the Services Organization* published by Select Press, New York, New York.

Mark has been profiled in the media and press, *"The Houston Business Journal: "Face to Face with Mark Hordes"*, *Houston Chronicle*, *"His Job is to Help Companies Ease the Pain of Change"* and interviewed on radio and television.

Mark conducts talent management performance improvement projects and star performer workshops for clients throughout the U.S. and globally. He resides in Houston, Texas and is a graduate of the University of Houston, and holds an MBA and MS in Human Behavior from Aurora University. A 2014, "Who's Who in Energy Honoree" from the Houston Business Journal

M H M C , L L C
C O N S U L T A N T
1220 A Welch St.
Houston, Texas 77006
Phone: 713 416 1781
mark@hordesconsulting.com



My Goal Today

Share with you approaches, ideas and benefits that can be obtained when you build and create trust-based relationships with all your customers and client relationships



"Getting to the Heart of your Business Success."

Trusted Advisor Definition ...

A person whose thoughts and actions are grounded in the principles of customer/client respect and mutual collaboration.

To the trusted advisor the relationship experience is paramount and is based upon caring about the customer's long-term business interests.



"Getting to the Heart of your Business Success."

What BENEFITS Would You Obtain if Your Customers or Clients Trusted You More?



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Benefits Obtained...

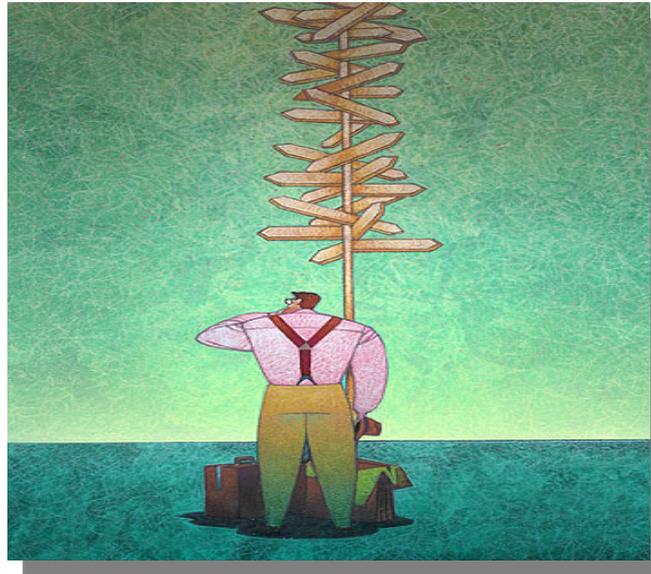


'Getting to the Heart of your Business Success.'

- Reach for your advice more.
- Be inclined to accept and act on your recommendations.
- Bring you in on emerging issues.
- Creates competitive advantage.
- Builds deeper client relationships
- Shares information that helps you help them.
- Lowers the level of stress in communications.
- Give you the benefit of the doubt.
- Increases performer satisfaction.
- Accelerates customer or client development.
- Forgives you when you make a mistake.

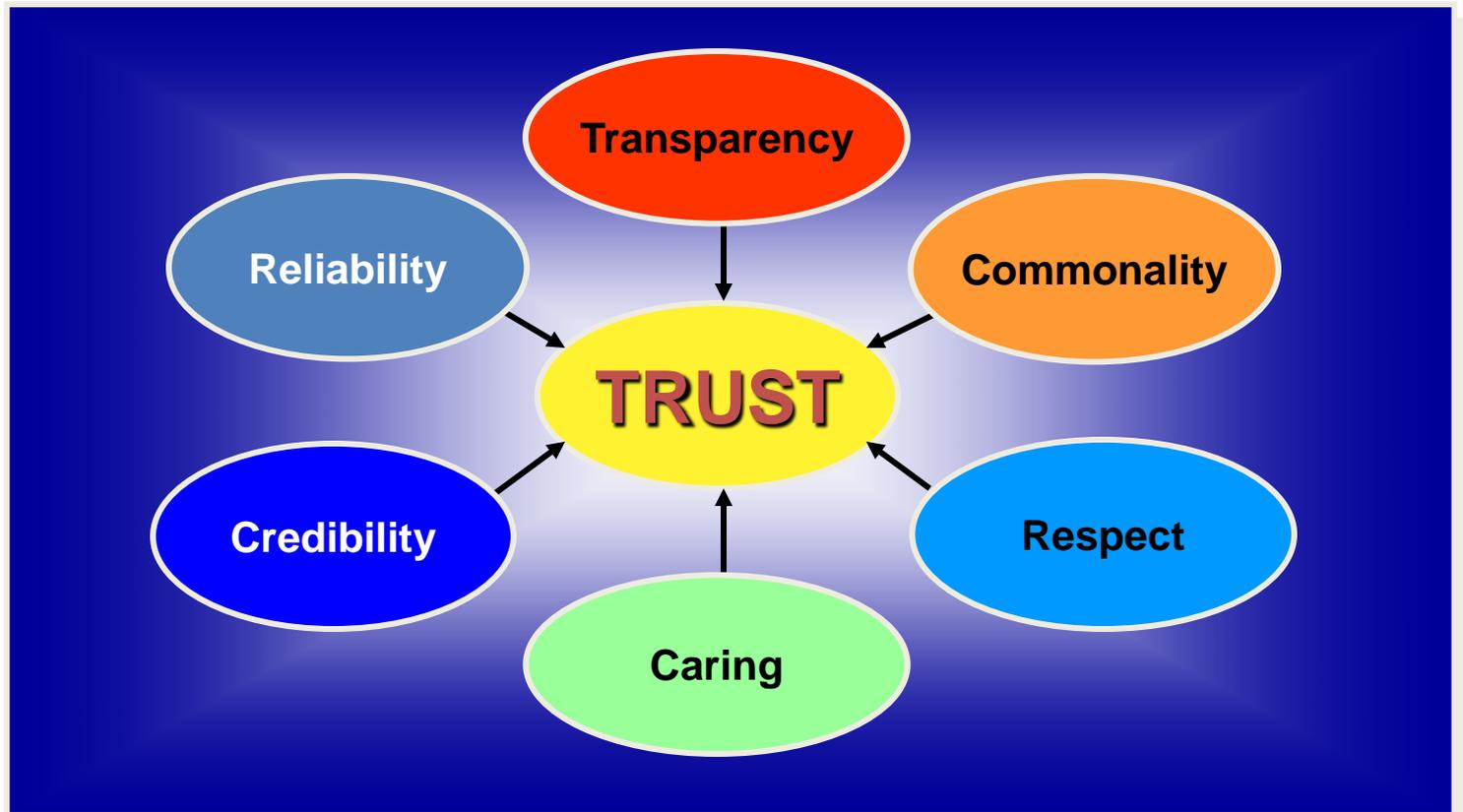


Where to Begin?

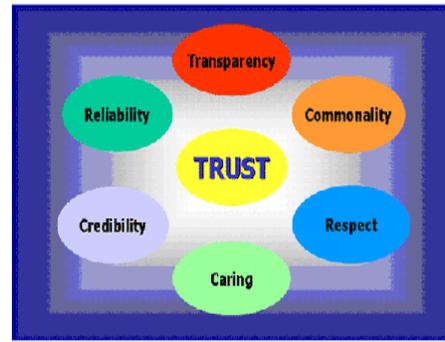


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Six Golden Builders of Trust Based Relationships



Making Trust Real...



- Credibility: **Words You Use** - I can trust what they say about...
- Reliability: **Actions and Path Forward** - I can trust him/her to do...
- Transparency/Honesty: **Emotions** - I feel comfortable discussing this...
- Caring: **Motives and Empathy** - I can trust him/her cares about...
- Commonality: **Shared Experience** - I can relate to this person...
- Respect: **Held in Regard** - This person sees me as an equal...

Trust Building Practice...

I've been thinking about what you said, and I feel that a less complicated option may work best for you now.

I'm empathetic to the situation you're in. Here is what we can do to help.

My son plays on the Blue Devils soccer team, too.

Can I share with you some lessons we have learned with other energy companies we have worked with?

We don't offer that service, product but I can refer you to a colleague of mine who can help you.

We guarantee we will always have your best interest at heart that is tailored to your needs....

Station Break!



Think of a customer/client (current or former)
who has, or had only moderate trust in
you, or your company.

***What action or actions could have, or can
do improve your level of trust?***



Trust Self-Assessment



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Your Customers or Clients:

- | | | | | | |
|---|---|---|---|---|---|
| 1. Think you consistently deliver value. | 1 | 2 | 3 | 4 | 5 |
| 2. Believe you genuinely care about them. | 1 | 2 | 3 | 4 | 5 |
| 3. Care about you as a person. | 1 | 2 | 3 | 4 | 5 |
| 4. Often ask you for advice. | 1 | 2 | 3 | 4 | 5 |
| 5. Enthusiastically recommend you. | 1 | 2 | 3 | 4 | 5 |

You and You Colleagues:

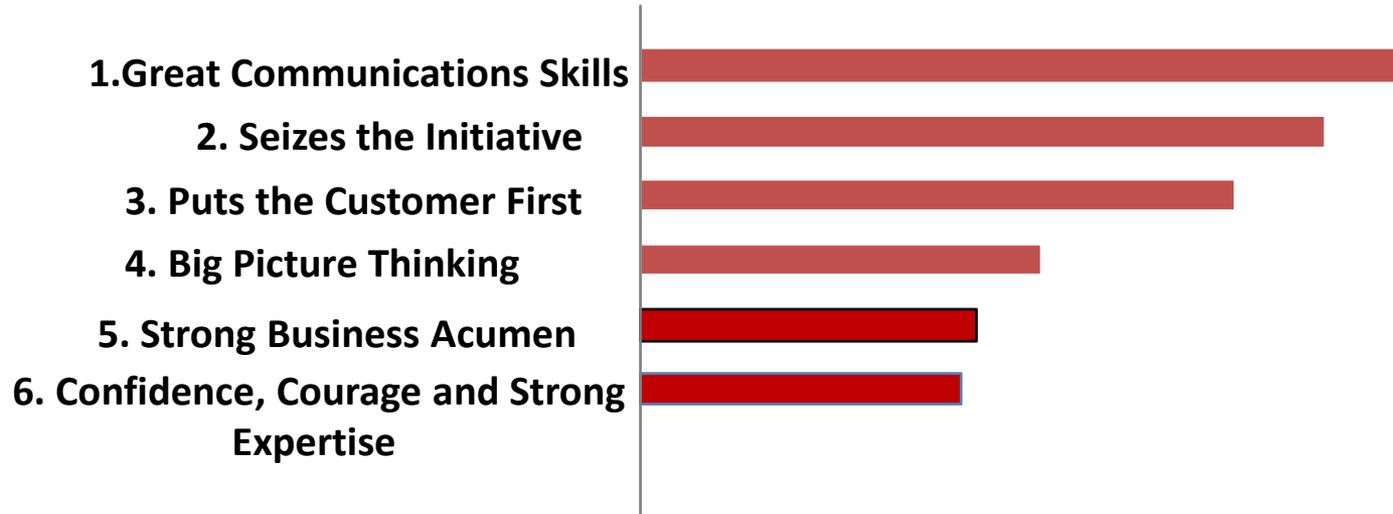
- | | | | | | |
|--|---|---|---|---|---|
| 6. Think about your customers' long-term business interests, challenges and needs. | 1 | 2 | 3 | 4 | 5 |
| 7. Care about your customers as individuals. | 1 | 2 | 3 | 4 | 5 |
| 8. Frequently approach customers with unsolicited ideas to make their life better. | 1 | 2 | 3 | 4 | 5 |

You and Your Customers:

- | | | | | | |
|---|---|---|---|---|---|
| 9. Share strong mutual trust. | 1 | 2 | 3 | 4 | 5 |
| 10. Collaborate extensively to get things done. | 1 | 2 | 3 | 4 | 5 |

Total Score _____

What Trusted Advisor Behaviors Do Your Top Performers Exhibit That Your Average Performers Don't?



You Know You're Becoming Customer Trust Focused, When....

- You listen with your head and your heart.
- You are rarely surprised by a customer's reaction to a particular person or situation.
- You do twice as much listening as talking.
- You understand how your customers like to communicate and have comfortably adapted to their style.
- Your session with a customer is a discussion not a lecture.
- You understand what your customers *mean* even if it's quite different from what they *say*.

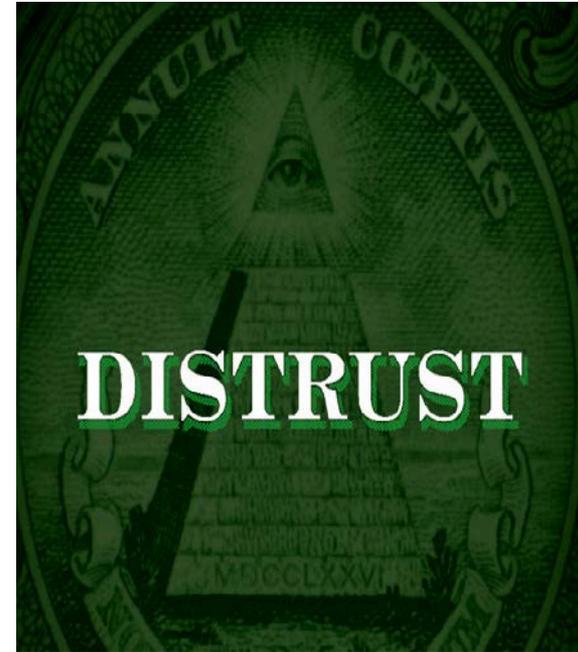


Don't be a Trust Buster....



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- Breaks promises and commitments.
- Take actions that are inconsistent with your spoken beliefs.
- Says one thing but does something different.
- Breaks a confidence.
- Withholds information.
- Rarely admit mistakes.
- Bypasses people.
- Does not test assumptions.
- Never asks for feedback.

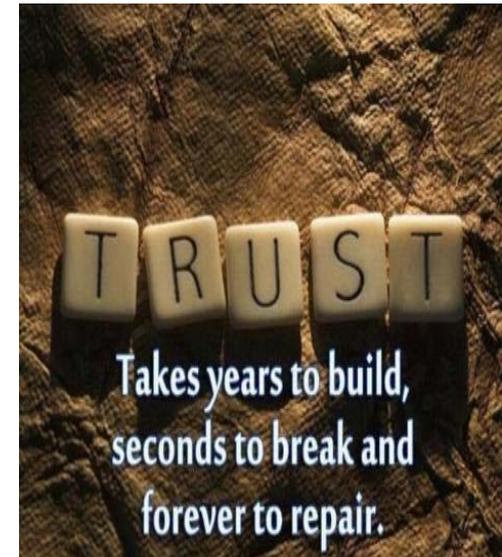


In Summary...



- Everyone Enjoys Learning Trust Building Skills.
- Trust creating skills can be taught to anyone, at any level.
- Trust with customers takes time to evolve.
- When confronted with a difficult situation with a customer ask?

*What would a trusted advisor
do in this situation?*



Trusted Builder: One- Two Day Workshops

- Unit One: The Trusted Advisor Reality
- Unit Two: Six Requirements for Building Trusting Relationship Skills
- Unit Three: Establishing Business Acumen
- Unit Four: Communicating Trust
- Unit Five: Customer Trust Development Must Do's
- Unit Six: Successful Relationship Contracting and Recovery
- Unit Seven: Conducting Trust Based Assessments
- Unit Eight: Trust Building Techniques: Rules for the Road
- Unit Nine: Change Management: Manage Change or Change Will Manage You
- Unit Ten: Trust Building Reinforcement and Renewal Requirements

Mark Hordes
mark@hordesconsulting.com
(713) 416 - 1781



Let's Talk...

Thank You for Your
Attention and Participation!

*I Welcome Your
Questions & Comments*



Contact Information

- **Speaker: Mark Hordes, Talent Management Performance Consultant**
- **Company: Mark Hordes Management Consultants LLC**
 - **Website: www.trustedadvisortraining.com**
 - **Phone: 713 416 1781**
 - **E-mail: mark@hordesconsulting.com**

Thank You

Advisory Resources and Training Programs Available from MHMC - Consulting, Coaching and Training

Since the 1990's, MHMC has delivered organizational effectiveness, Leadership development and change management solutions and training programs that have helped our global clients achieve outstanding results in behavior-based Leadership and workforce performance improvement in support of company-wide change projects and strategic initiatives.

The *Road to Change* is never easy. Our cultural alignment and change management strategies, tools and training programs accelerate employee involvement and engagement and provide your employees with the skills and knowledge to successfully manage any transformation or transition.

We work with you as *"trusted advisors"* delivering sustainable solutions that are measurable and based on over 20+ years of global experience, working with clients across manufacturing, energy, chemicals, consumer goods, transportation, technology and services value-chains.



Behavior-Based Leadership Development

- Behavior-based Leadership development & training
- Senior Leadership team development
- Leadership style analysis and management training
- Creating a Leadership Culture

The Management of Change

- Change management program/process development
- Change readiness assessments
- Change management skills and tools training

Professional Services Transformation

- Services and solutions sales training
- Trusted advisor training and coaching
- Business development skills for the technical staff
- Internal Core Consulting skills training

Culture Change & Alignment

- Culture assessments and alignment programs
- M&A cultural integration workshops
- Culture change training and coaching
- Safety culture training and coaching
- Building the High Performance Organization

Coaching & Mentoring

- Coaching essentials core training
- 360 degree/multi-level feedback program

Human Capital Consulting

- Performance management improvement
- Talent Management program development
- Human Resources strategic planning and programs
- Employee involvement/engagement development

Organization Development & Design

- Strategies to revitalize /strengthen the organization
- Development of organizational models
- Strategic planning and development

Project & Team Development

- Building the high performance team
- New-Team project start-up development
- Meeting management and group facilitation

Organizational Assessments & Surveys

- Employee satisfaction survey's
- Organizational effectiveness survey's/interviews
- Voice of the Customer/Clients studies
- Team and project effectiveness studies

Thank You for your
Attention & Participation!

I Welcome Your...

