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Browse: [Home](#) / Power Seminar Series: Developing A Client Leadership Plan

Power Seminar Series: Developing A Client Leadership Plan

Objective: Participants learn how to build a strategy for revenue growth with their clients, and how to use communications styles for greater effectiveness inside and outside the agency.

Designed for: Account managers with up to five years agency experience.

Content Overview: What is your strategy for growing the accounts you work on? This workshop is built around the Client Leadership Strategic Plan, a straightforward process that shows you how to handle opportunities and problems on your business.

Here's what you'll learn:

- The difference between "servicing" an account and leading it
- How to develop an action plan to optimize your client relationships and grow your accounts
- How to earn credibility with clients
- The four communication styles and how to leverage them to be more persuasive
- Reinvigorating client relationships with new ideas
- What to do when mistakes happen
- How to orchestrate great meetings
- How to inspire better work for other people in the agency

Schedule & Location

Date: Tuesday, June 9, 2015, from 9:00 AM to 12:00 PM

The seminar will take place at the Wonder Bread Factory, centrally located in the Shaw neighborhood of Washington, DC, and next door to the Shaw/Howard University Metro. Garage and street parking are also available.

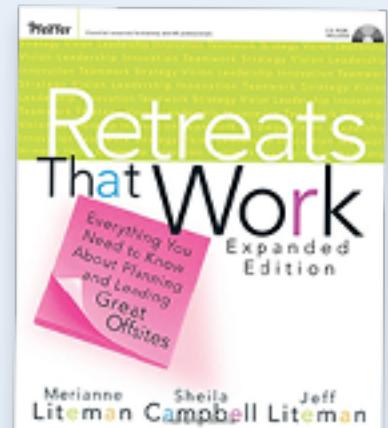
Address: The Wonder Bread Factory, Third Floor (WeWork), 641 S Street NW, Washington, DC 20001

Registration Fee: \$285 per person

DC Ad Club Members: Save 15% off the registration fee with DCADCLUB promo code

Seating is limited for each session in order to provide an optimal interactive learning experience — [register now to reserve your space](#).

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