

Rise to the Role workshop series

Lead with impact

This flexible, trainer-led workshop series for professionals who lead or influence client conversations is designed to provide simple, repeatable frameworks that facilitate deeper, more meaningful conversations.

Elevate every conversation

Each of these four high-impact workshops empowers you to move beyond product-focused dialogue and coach others to uncover client motivations, clearly position your value, and ultimately help drive better business outcomes.



1. Benefit selling

Discover how to increase sales effectiveness by shifting your focus from features to benefits.



2. Anatomy of a sales call

Learn to put the five parts of an effective sales call into action.



3. Crucial conversations

Receive a structure for meaningful conversations connected to practice growth.



4. Ask better questions

Cultivate your curiosity to go deeper and understand what motivates clients.

Conversations drive results

In any role, influencing decisions and building relationships matter. The ability to lead deeper, more intentional conversations is a competitive edge. This series offers practical, repeatable tools that can help professionals:

- Better understand their audience
- Communicate value
- Deliver results

Take the next step

Ask us about integrating this workshop series into our broader "Rise to the Role" curriculum – a holistic development experience built to grow your team's leadership, communication and client engagement capabilities.

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