Decipher

sales and communication performance

Better conversations. Stronger client relationships.

Decipher Communication Training for agency teams

Practical, interactive training that helps agency teams listen more effectively, understand client perspectives, navigate difficult conversations and build stronger working relationships.

Half-day program | 2 × 90-minute practice-led masterclasses

THE BUSINESS PROBLEM

Every client relationship runs on conversations

The agencies clients trust are the ones that listen to understand, not listen to respond.

Better briefs

Better questions surface the business objective behind the request.

Stronger recommendations

Concerns surface early, so recommendations land and constructive challenge is possible.

Lasting relationships

Clients trust the agency that makes them feel understood, one conversation at a time.

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INSIDE THE TRAINING

Inside every session

Interactive from the first minute to the last. Nobody sits and watches.

01 Reset

A conversation, not a lecture. We open up why the skill matters and the team weighs in.

02 Demonstrate

Each technique is modelled live, and the team calls out what they notice as it happens.

03 Practise

Pairs and triads work real client scenarios, with an observer giving peer feedback.

04 Commit

Each person names one technique and one real client conversation to use it in that week.

We practise observable behaviours, not concepts. Every person is active in every step.

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REAL AGENCY SCENARIOS

"Can we just get the plan by Friday?"

Your team practises the conversations they have every week.

01 Uncovering the real business objective behind a client brief

02 Handling pushback on a strategic recommendation

03 Responding when a client is frustrated, sceptical or under pressure

IN THE ROOM

CMO
"Where's the big billboard? We want to be seen."

Account director
"Sounds like being seen really matters. Who most needs to see it?"

CMO
"Honestly? Our CEO drives past that corner every morning."

Now you know the real brief.

Every program is tailored with scenarios drawn from your agency's own client work

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DELIVERING BAD NEWS

“We need to talk about the campaign.”

Bad news lands better when the client hears it first, straight, with a way forward.

01 Get in early, before the report or the client finds it

02 Skip the small talk. Open with “I’ve got bad news.”

03 Say it straight, pause, then label their reaction

IN THE ROOM

Account director
“I’ve got bad news. Two of the CBD sites were dark for a week.”

CMO
“A week? Why am I only hearing this now?”

Account director
“Sounds like you’ve been caught out before. Here’s what we’ve already done to make it good.”

The news hurts. The relationship holds.

Every program is tailored with scenarios drawn from your agency’s own client work

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THE TWO MASTERCLASSES

The techniques we teach

Run by Steve Jones: 30 years in sales across Australia, the UK and the US, including 7 years agency side.

MASTERCLASS 01 | 90 MIN

Empathy Is Your Superpower

- Recognise the emotions and concerns behind what a client says
- See the situation from the client's side
- Use mirroring and labelling naturally
- Ease defensiveness and build trust in difficult conversations

MASTERCLASS 02 | 90 MIN

The Art of Listening

- Listen to understand, not to prepare a reply
- Ask questions that uncover the real issue
- Use silence without rushing to fill it
- Hear what sits beyond the initial request
- Reflect understanding before proposing solutions

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A TASTE OF THE TECHNIQUE

Same moment. Different conversation.

THE MOMENT	INSTEAD OF	TRY
Questioning a client's decision	"Why did you go with that channel?"	**"What made that channel feel like the right call?"**
Client: "We're not seeing results fast enough."	"Well, it's only been six weeks."	**"It sounds like there's real pressure on this from above."**

Small shifts in wording change how safe a client feels to open up.

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PARTICIPANT OUTCOMES

What your team will be able to do

Uncover what clients really need

Ask the questions that get past the brief to the objective behind it.

Reflect understanding

Use mirroring and labelling so clients feel heard before any solution lands.

Manage tension

Stay steady when a client pushes back, and lower the temperature instead of raising it.

Listen before responding

Hold the pause, hear the full picture, then respond.

Every participant leaves with one technique to use in a real client conversation that week.

Managers get observable behaviours to recognise and reinforce afterwards.

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FORMAT AND NEXT STEPS

A half-day program built around your clients

Format	2 × 90-minute practice-led masterclasses, half a day with a break
Delivery	In person, at your office
Group size	Up to 10 people
Investment	$2,000+GST

NEXT STEP

Book a 20-minute call

We talk about your team and shape the scenarios around your clients.

steve@deciphersales.com.au

or call Steve on 0425 292 605

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