

## The Consultative Approach Workshop



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### **Business Issue**

Customer satisfaction, increasing business from current clients, and being perceived as a business partner are three key business issues facing business today. Whether it is working with internal clients in increasing productivity and solving business problems, or external clients in meeting and exceeding expectations while identifying new business opportunities, the bottom-line need is similar. In order to continue to grow, meet revenue goals, and keep customers satisfied, a new approach is required in working with clients.

This requires a different set of skills and new approaches to doing business with clients – a change in mindset.

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### **Advance Consulting Solution**

The first major step is to use The Consultative Approach in working with internal and external clients and to shift client conversations from technical issues to business issues. This includes understanding the client, their needs, issues, strategies and personality, developing a strategy for working with clients and managing each interaction for the purpose of building trust and commitment and moving the project forward. This approach not only focuses on truly understanding your clients, but also on using a consultative process in working through pre-sales, planning, implementation, and identification of new opportunities. The results are an ongoing partnership in which new opportunities are identified, solution ideas are generated, and the client begins to involve you in strategic business discussions.

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### **Program Content**

*Working Consultatively with your Clients:* Using a real-life situation, participants create working partnerships that get results

- ◆ Defining Your Clients – Internal and External
- ◆ The Roles you play - Expanding your Expertise: technical expert, coach, facilitator, problem solver, administrator, influencer, strategist
- ◆ Presenting your Expertise to gain Influence
- ◆ Working Strategically with People
- ◆ Managing Client Interactions to build trust and commitment and obtain optimum results

*The Consultative Process:*

- ◆ Creating Work Agreements
- ◆ Defining Key Issues and Solution Ideas
- ◆ Gaining Commitment for Your Recommendations
- ◆ Implementing Solutions and Making them Stick

## The Consultative Approach Workshop *(continued)*



<b>Target Audience</b>	<u>The Consultative Approach</u> Workshop is targeted at: professional services, consultants, and sales as well as internal organizations such as IT, finance, HR, operations.
<b>Program Delivery</b>	<u>The Consultative Approach</u> Workshop is delivered in a two-day, interactive format. This includes on-line prework, application of a real situation during and after the workshop, and 60 plus on-line reinforcement activities and tools.
<b>Learning System Approach</b>	Our team will work with you from launch through implementation and reinforcement. Our goal is to ensure that the skills and tools learned are applied and integrated with your methodology and processes to achieve your business results.
<b>Business Results</b>	<b>Understand Business Issues and Provide Business Solutions</b> <ul style="list-style-type: none"><li>◆ Identify business issues, needs and strategies</li><li>◆ Recommend business solutions so that it is relevant to the client</li><li>◆ Provide options and search for ways to meet and solve the business challenge</li><li>◆ Offer targeted solutions that produce business results not just technical results</li></ul> <b>Expand Influence</b> <ul style="list-style-type: none"><li>◆ Identify new opportunities in current client engagements and be viewed as a partner</li><li>◆ Grow the network of people within the client organization who have influence on a given project</li><li>◆ Build confidence and increase productivity through effective interactions</li></ul> <b>Employee and Client Satisfaction</b> <ul style="list-style-type: none"><li>◆ Achieve results and heighten overall client satisfaction by understanding their needs, providing solutions to meet those needs, and helping them to execute on the solution ideas</li><li>◆ Broaden the role to better serve the client's needs</li><li>◆ Minimize escalation</li><li>◆ Increase adaptability to changing situations</li></ul>

*Advance Consulting is a professional development firm that specializes in helping people build powerful, influential partnerships with internal and external clients. Our mission is to increase productivity, customer satisfaction and overall profitability. Through state-of-the-art consulting services and workshops offered throughout the U.S. and internationally, we teach professional and technical experts the behaviors and practices that enable them to work as consultants and trusted business partners.*

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