

Consultative Selling for Consultants

*Business
Issue*

To stay competitive in today's environment, organizations must provide client-focused business solutions using their technical knowledge, services and products. The reality, however, is that most solutions are "technical solutions." Moving from the back room to the boardroom or from technical solutions to solutions that meet business needs requires a different set of skills and new approaches to doing business with clients – a change in mindset. The first major step is to shift client conversations from tactical to meeting business needs. As a result, new ideas will be generated and clients will begin to involve you in strategic business discussions.

*Advance
Consulting
Solution*

Consultative Selling for Consultants is aimed at those who are responsible for identifying new business opportunities with current clients as well as ensuring client needs are being met. As a participant, you take part in a live client simulation to conduct client conversations and data gathering interviews with senior managers. Based on the information, teams develop proposals and present them to the clients in a competitive situation. The situation is carried through fulfillment and closure of a project with a focus on creating work agreements, identifying ongoing issues and solution ideas, and ensuring closure is obtained. The simulation uses a customized case with acting or real-life clients playing the role of the client. Throughout the process you will be challenged to interact and respond "in the moment." You will gain an increased ability to identify and understand the bigger issues facing your clients and lead your team into obtaining new business.

*Program
Content*

Your Expanded Role as a Consultant

- Consultative Roles®: Partner, Influencer, Strategist, Coach, Facilitator, Problem Solver, Administrator, and Technical Expert
- Defining your clients—internal and external

People

- Building business partnerships with clients and team members; PLOT
- Managing Client Interactions
- Influencing clients and dealing with resistance

Process : Opportunity – Proposal – Fulfillment – Closure

- Interviewing clients to understand needs, strategies, issues, and challenges
- Developing the proposal and selling it to the clients
- Fulfilling on the engagement using a consultative process: work agreement, identifying issues and solution ideas, making recommendations, implementation
- Closing the project and identifying new opportunities

*Target
Audience*

Consultative Selling for Consultants is recommended for those who are responsible for identifying new opportunities within their current client base. This includes sales, professional services and others who are contributing to the sales process.



Consultative Selling for Consultants (continued)

Program Delivery

The workshop is offered in 2.5 days and one of two formats; 1 long day and evening with a second day to follow or 2.5 regular workdays. In addition to the workshop, the program includes a set of pre-work to include but not limited to; self-assessment, participant profile, and case study as well as a reinforcement and measurement strategy.

Learning System Approach

Our team will work with you from launch through implementation, reinforcement and measurement. 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. Included is a reinforcement website at www.advanceconsulting.com/reinforcement.

Business Results

Identify Opportunities and Provide Business Solutions

- ◆ Identify opportunities within current clients based on understanding the client's business issues, needs, and strategies
- ◆ Recommend solutions that produce business results not just technical results
- ◆ Add value in the sales process by moving opportunities up the pipeline

Build Business Relationships and Expand Influence

- ◆ Develop partnering relationships that build trust and commitment and provide optimum results
- ◆ Grow the network of people within the client organization who have influence on current and future projects
- ◆ Be of added value to clients by playing a variety of consultative roles

Employee and Client Satisfaction

- ◆ Heighten overall client satisfaction by understanding client needs and strategies and providing solutions to meet those needs
- ◆ Turn technical achievers into high-performing consultants
- ◆ Minimize escalation by increasing participants' ability to handle difficult client situations

Advance Consulting specializes in developing the consulting, communication, and conflict skills required to build powerful, influential partnerships with internal and external clients. Our focus is to transform technical experts into consultants who create business opportunities that contribute to the bottom line, customer satisfaction, and increased productivity.

For more information, please contact Advance Consulting at 831.372.9444, email advanceinfo@advanceconsulting.com, or at www.advanceconsulting.com



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