

Leveraging The Consultative Approach

A follow-up to The Consultative Approach *workshop*

**Business
Issue**

Your team is technically proficient and possesses a good working knowledge of client relationship and consulting skills. How can you turn this group into **top performers and leaders** who have the ability to deal with internal and external conflict and can successfully manage and build complex, high-profile client relationships?

**Advance
Consulting
Solution**

Leveraging The Consultative Approach two-day workshop takes participants to the next level in their consultative skills. This workshop focuses on optimizing all types of relationships and being able to articulate the strategic ROI to their clients. Participants deepen their ability to build effective business partnerships by assessing a more complex client relationship using Advance Consulting's Partnering Factors. They learn that partnerships are driven by elements such as common goals, values, trust, commitment, open communication, collaboration and that joint accountability is essential to every partnership. Participants walk away with a plan outlining how they will build a stronger partnership with a specific client. In part, building relationships and partnerships requires a common understanding and framework for working through the most challenging conflict situations. Participants apply proven strategies for quickly and effectively recognizing, resolving and preventing conflict. In addition, they will assess their own natural reaction to conflict and use this information to move themselves and their clients to a productive partnering mode.

**Program
Content**

The workshop focuses on individual's own consulting projects and relationships and developing strategies and skills for moving them to the next level. Content includes:

Partnering Factors: Participants assess and rate their current business partnerships through:

- ◆ **Common Goals** – how to recognize, focus and commit to the higher, overarching goal.
- ◆ **Common Values** – how to determine what is mutually important and work together despite differences.
- ◆ **Open and Complete Communication** – the key to working through difficult times.
- ◆ **Trust** – dependent on integrity and reliability, and often the deciding factor in determining partnerships.
- ◆ **Commitment** – what it looks like and how to obtain it.
- ◆ **It Works** – the overall sense of mutual respect, chemistry, and collaboration.

Conflict Strategies

- ◆ **Recognizing Conflict:** By recognizing the emotional level and stage of conflict, participants are better prepared with strategies for resolving conflict.
- ◆ **Resolving Conflict:** A practical model is introduced for resolving conflict quickly, while increasing trust and commitment.
- ◆ **Preventing Conflict:** Participants learn to analyze the root causes of conflict and develop strategies for preventing conflict.



Leveraging The Consultative Approach (continued)

Target Audience	Leveraging <u>The Consultative Approach</u> is targeted at professionals looking to improve their consulting/client relationship skills in organizations such as professional services, consultants, and sales as well as internal organizations such as IT, Finance, HR, and Operations.
Program Delivery	This two-day workshop can be delivered in two consecutive days or two one-day events no more than 30 days apart. Leveraging <u>The Consultative Approach</u> is a great advanced class for participants of <u>The Consultative Approach</u> and can also delivered as a stand-alone workshop for more senior audiences.
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	Client Retention and the Ability to Grow the Relationship <ul style="list-style-type: none">◆ Maintain and enhance business relationships by implementing partnering strategies and a conflict resolution processes◆ Clearly communicate the ROI for each project◆ Partnering skills deepen levels of conversation enabling better understanding of client's business needs◆ Identify areas of improvement and uncover business opportunities through the use of questioning and listening skills Employee Retention and Satisfaction <ul style="list-style-type: none">◆ Broaden perspective and see the value in giving voice to differing opinions◆ Increase self-awareness and develop the capacity to choose collaboration over conflict◆ Build a forum for open and trusted communication by learning to respect differences of opinion◆ Capacity to resolve conflict "in the moment" is integrated through online reinforcement tools Process and Productivity Improvements <ul style="list-style-type: none">◆ Go beyond symptoms to uncover root causes of conflict◆ Mitigate escalation of conflict◆ Identify how best to use the team and resources to achieve optimum results

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 visit www.advanceconsulting.com



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