

Consulting & Relationship Skills

Two-day workshop

Attending to both the task and to the people.

Attending to your consulting business!

Course summary

Designed for external consultants to improve your consulting skills and to enhance your relationships with clients. Adopt a proven and widely accepted methodology to complement your professionalism as a 'subject matter expert'.

- » Add more value to the client than simply being a subject expert
- » Benignly market your services
- » Practice persuading clients help in the implementation of your work
- » Move up the value chain in the range of services your consulting unit or firm can offer
- » Be offered more interesting assignments as you establish yourself as a strategic business partner – by attending to the relationship as well as the task.

Course outcomes

- (a) Consult so that the job is
 - (b) Build relationships with key clients
 - (c) Move towards 'Trusted Advisor' role
 - (d) Confidently practice consulting.
- For external consultants.

Course enquiries and bookings

Contact Ian Benjamin of Consultant Training Australia to discuss your requirements.

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Outline – visit www.consultantraining.com.au for more

(a) Orientation and clarification

- Understanding who your clients are, their needs and the opportunities they and you face
- The services you can provide to help the client
- How consulting provides more value than contracting and standard service provision
- Four modes of delivering consultancy services: contracting, expert, facilitating and collaborative – appropriateness and insights into how you are perceived
- Client needs, client / consultant fears

(b) Consultancy Skills – 'how to consult'

- The consulting process – 6 essential steps – inc preliminary research, initial scoping, diagnosis, contracting - decision, solutions & evaluation
- Collaborative consulting essentials – managing the politics, people, risk, building ownership and support and utilising consulting process
- Consulting competencies

(c) Consultancy Skills – Service delivery issues

- Taking the brief – scoping
- Expectations: surfacing, influencing and managing expectations
- Identifying and managing resistance, leading vs collaborating, delivering bad news, handling difficult people, tough conversations
- Moving above contracting: overcoming being overlooked, being typecast, being ignored and creating your preferred positioning.

(d) Consulting Tools: use some of the key tools

- Needs analysis / Gap analysis / Questioning techniques
- Measuring performance: PIR – Post Implementation Reviews, others
- From strategic planning, SWOT, techniques for review, force-field analysis, visioning, facilitation skills, facilitating requirements & more

(e) Client Relationship Management – and engagement

- How to get clients interested in your services
- Presenting your skills as relevant valuable services
- Relationship marketing – internally
- Maintaining the relationship: your key client program – composition and Action Steps / Schedule

(f) Winning consultancy business

- Getting into the position of earning the right to have a conversation with a client about the business
- Spotting the opportunity and researching the need
- Preparation and customising the offer, then how to approach the client
- Conducting the client meeting
- Engaging the client and agreeing on the next step – 'Closing'
- Handling client disinterest, misunderstanding and gaining agreement

(g) Applied Relationship Skills

- Skills practice and consolidation through customised exercises