

Relationship Skills for Consultants

One to two day workshop

Customised for participating consultants -

Course summary

Designed for consultants who wish to establish and develop good relationships with clients to complement their professionalism as 'subject matter experts'.

- » Create your own business network
- » Boost your influence
- » Consult so that you build client ownership and engagement
- » Market your services
- » Have confidence in your conversations with clients
- » Convert opportunities into engagements and for external consultants - paid consulting work
- » Add more value to the client – move from just subject matter expert to 'Trusted Advisor'
- » Find your work more fulfilling by positioning and practising above the contractor role

Course outcomes

- (a) Design your own marketing program
- (b) Build relationships with clients
- (c) Move towards 'Trusted Advisor' role
- (d) Contribute to winning engagements

Course enquiries and bookings

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

Telephone: 1800 266 266

Mobile: 0419 593 167

info@consultanttraining.com.au

www.consultanttraining.com.au

Course outline

(a) Orientation and clarification

- Understanding who your clients are, their needs and the opportunities they and you face – and then, your services
- How consulting adds more value than contracting and standard service provision
- Four modes of delivering consultancy services: contracting, expert, facilitating and collaborative – insights into how you are perceived
- Expectations of clients, users, principals, and other stakeholders
- Client needs, client / consultant fears, specialisation vs generalisation

(b) Marketing your services - Client Relationship Management

- Marketing 101 on a few pages – how to use its principles
- Marketing toolkit for consultants – at 3 levels
- Building profile, How to get clients interested in your services
- Relationship marketing – what it is and how you can use it
- Networking skills: conversation techniques, working a room
- Maintaining the relationship: your key client program – composition and Action Steps / Schedule

(c) Negotiating a consultancy

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

(d) Business matters - pricing

- Optional – fee setting & negotiation, utilisation rates, succession plans

(e) Applied Relationship Skills

- Skills acquisition and consolidation through customised role plays

(f) Pitfalls in consulting

- Identify the pitfalls so that you may avoid them, or at least, recognise them as pitfalls once you have experienced them!
- 'Every act of deception contains the seeds of its own destruction' – Peter Block, Flawless Consulting, Jossey-Bass

This workshop is normally taken as day 2 of the 2 day Consulting & Relationship Skills workshop – see web-site.

- "Brilliant – this is so valuable for our consultants: it's just what they need" – Learning consultant, University of Melbourne, 2010
- Over ten IT consulting firms in recent years – one for 6 groups, others multiple groups
- 5 different university clients in six months with four ordering 'repeats'
- Also delivered to internal consulting units in government departments, major corporations and international consulting firms.

100322