

## Consulting and Relationship Skills – Internal Consultants

Two day workshop

### This course is for internal consultants

#### Course summary

Designed for in-house consultants to enhance their relationships with clients and who wish to adopt a proven and widely accepted methodology to complement their professionalism as 'subject matter experts'.

- » Boost your influence
- » Be viewed as a valuable contributor
- » Benignly market your services
- » Have confidence in your conversations with clients
- » Learn the process of winning assignments internally
- » Develop champions
- » Add more value to the client than simply being a subject expert
- » Find your work more fulfilling by moving above the contractor role

#### Course outcomes

- (a) Position yourself and consulting unit as a viable first choice to the business managers in your organisation
- (b) Build relationships with key clients
- (c) Move towards 'Trusted Advisor' role
- (d) Confidently practice consulting.

For internal consultants wanting to increase profile and engagements

#### Course enquiries and bookings

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

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#### Course outline

##### (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, specialisation vs generalisation

##### (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: a look at some of the key tools

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

##### (e) Client Relationship Management – and engagement

- How to get clients interested in your services
- Presenting your skills as relevant valuable services
- Relationship marketing – what it is and how you can use it
- Maintaining the relationship: your key client program – composition and Action Steps / Schedule
- Optional: networking skills: conversation techniques, working a room.

##### (f) Negotiating an internal consultancy

- 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 acquisition and consolidation through customised role plays 100322