

Consulting and Relationship Skills – External Consultants

Two day workshop

This course is for external consultants in consulting firms or independents

Course summary

Designed for consultants expert in their own professional area who want to enhance their skills in building relationships with clients and in delivering their consultancy services

- » 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 paid consulting work
- » Add more value to the client – move from just subject matter expert to ‘Trusted Advisor’
- » Find your work more fulfilling by moving above the contractor role

Course outcomes

- (a) Consult effectively
- (b) Build relationships with clients
- (c) Move towards ‘Trusted Advisor’ role
- (d) Contribute to winning engagements

For consultants working in consulting firms or as independents

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 – 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) 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: 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) 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

(f) Negotiating a consultancy

- 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’

(g) Business matters - pricing

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

(h) Applied Relationship Skills

- Skills acquisition and consolidation through customised role plays 100322