

Marketing Your Consultancy

1-day workshop

This workshop is for small firm and independent consultants -

Marketing – how to go about it, your marketing tools, promotional activity and winning the engagement

Workshop summary

- » Get set up correctly and into the zone for winning consulting engagements
- » Make the transition from CV bearing job-seeker to relevant credentialed Consultant
- » Start-up marketing strategies
- » Find consulting opportunities
- » Learn the process of winning assignments – convert opportunities into leads and engagements
- » Managing the perceptions clients form
- » Going it alone vs leverage and relationships
- » Continuing strategies to suit you and your business

Previous participants

- » <http://www.noeticgroup.com/>
- » <http://www.philipdarbyshire.com.au>
- » <http://www.palin.com.au/>
- » <http://www.regionaldevelopment.com.au>
- » <http://www.aprince.com.au/>
- » <http://www.tfa.com.au>
- » Over 9,000 people in independent or small consulting firms in Australia and New Zealand have attended CTA programs
- » Conducted every year since 1991.
- » Hundreds of defence service personnel
- » More than a hundred BHP employees in career transition

Reserve your place

1. Enrol on line - click on or go to:
www.consultanttraining.com.au/ and click on the Public Workshops link.
2. Or phone 1800 266 266 to book and pay by credit card

More information

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

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Marketing Your Consultancy

- from start-up to winning the engagement

1. Conducting your own Marketing program - the essential marketing kit and essential behaviours.
2. Your marketing tools:
 - Basic marketing kit and livery
 - Articulating your track record
 - Vignettes
 - Your offer, services, specialisations
 - Web strategy – outline web presence
 - Your businesses' website
 - Social media Strategy – LinkedIn, Twitter, FB, Instagram
 - Which ones for you?
 - When and How to use as a business tool
 - Alternative strategies
 - Networking as a skill and as a strategy
3. Key client marketing program
 - Characteristics
 - 90 day rule – strategies for implementation
4. Preparing to make the sale – winning the engagement
 - Concept of Consultative Selling skills
 - Confidence
 - Preparation
 - Approach
 - Customised offer
5. Conduct of the client meeting
 - Approach / Rapport
 - What you bring, what the client brings
 - Needs assessment
 - Confirmations
 - Closing / next step
 - Role Play
6. The Formal Proposal
 - Documenting the offer
 - Follow up
 - Second meeting
 - Closing
7. Ongoing management of the client relationship