

# Consulting and Relationship Skills

## for External & Internal Consultants

### Workshops for Consultants in Consulting firms-

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
- Find consulting opportunities
- Learn the process of winning assignments – convert opportunities into leads and engagements
- Add more value to the client than simply being a subject expert
- Find your work more fulfilling by moving above the contractor role

Outcomes – in summary

- (a) consult effectively
- (b) relate with their clients
- (c) contribute to winning engagements

**By request in your organisation**

**To enquire>**

[www.consultanttraining.com.au](http://www.consultanttraining.com.au)

### Also the 2 day workshop for independent consultants

The original “How to be a Successful Consultant” workshops – two days – Successful Consulting and Marketing Your Consultancy”.

Sydney April 1 & 2, 2009

Brisbane June 1 & 2, 2009

Check the web-site for other dates

[http://www.consultanttraining.com.au/090312\\_H2b.pdf](http://www.consultanttraining.com.au/090312_H2b.pdf)

More information and booking details for consultant workshops @ [www.consultanttraining.com.au](http://www.consultanttraining.com.au)

Or contact the facilitator

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#### (a) Orientation and clarification

- Distinction between consulting, contracting and service provision
- 4 Modes of delivering consultancy services: contracting, expert, facilitating & collaborative – appropriateness and insights into how you are perceived
- Client needs. client / consultant fears. specialisation & generalisation issues
- Expectations you face – by clients, users, Principals, and other stakeholders

#### (b) Consultancy Skills – ‘how to consult’

- The consulting process – 6 essential steps
- Four principles for any consultancy: the politics, people, building ownership and support, risk management
- Consulting competencies

#### (c) Consultancy Skills – Service delivery issues

- Identifying and managing resistance, leading vs collaborating, delivering bad news, client fears, handling difficult people
- Contracting: being overlooked, being typecast, being ignored

#### (d) Consulting Tools: a look at some of the key tools

- Needs analysis / Gap analysis / Questioning techniques
- Project plans: a Project Mx approach
- PIR – Post Implementation Reviews
- From strategic planning, force field analysis, visioning, facilitation skills

#### (e) Client Relationship Management 1 / Marketing your services

- Nature of services: intangibles, 3<sup>rd</sup> party endorsement
- Client ladder; relationship marketing
- Your offer, your services
- Identifying your target market
- Building your profile active and passive marketing strategies
- Networking skills
- Conversation techniques, working a room!

#### (f) Introduction to winning the engagement!

- The business development and winning processes
- Researching the need
- Preparation and customising the offer
- Approaching the client
- Conducting the client meeting
- Gaining agreement
- Taking the brief

#### (g) Client Relationship Management 2

- Managing expectations and relationships
- Maintaining the relationship
- Your key client program – composition and Action Steps / Schedule

#### (h) Applied Relationship Skills

- Skills acquisition and consolidation through customised role plays

**Contact us if you want this in your firm**