



Consultative Selling for Consultants

Maximize Business Opportunities with Current Clients

> Program Benefits

Consultative Selling for Consultants, from Advance Consulting, Inc., helps professionals maximize business opportunities within their current client base. By shifting from technical fixes to solutions that meet true business needs, professionals are able to “move from the back room to the boardroom” and provide broader, deeper value to their clients. Program participants experience a change in mindset, and learn valuable consultative skills and approaches that help them better understand their clients' business issues, needs, and strategies. The result is client relationships that promote new ideas, offer greater involvement in client decisions, advance new business opportunities, and create more profitable long-term results.

After *Consultative Selling for Consultants*, your professionals will be better able to:

- identify more business opportunities within current client relationships
- increase the profitability of every client relationship
- recommend solutions that produce business results, not just technical results
- move sales opportunities up the pipeline, and grow the network of people within the client organization who have influence on current and future projects
- develop client partnerships that build trust and commitment, and provide optimum results
- add value to clients by playing a variety of consultative roles

> Program Description

During *Consultative Selling for Consultants*, participant teams take part in a live client simulation. Their goal is to increase their ability to identify and understand the larger issues facing the client, and lead their team to obtaining new business. The simulation uses a customized case with real-life clients or others playing the client role. Participants conduct client conversations and data-gathering interviews with senior managers, then develop proposals and present them to the simulation client in a competitive situation. The situation is carried through project fulfillment and closure, and includes creating work agreements, identifying ongoing issues and solution ideas, and ensuring closure is obtained. Throughout the workshop, participants are challenged to interact and respond “in the moment.” Program content includes:

I. Your Expanded Role as a Consultant

- *Consultative Roles*[®] – Partner, Influencer, Strategist, Coach, Facilitator, Problem-solver, Administrator, Technical Expert
- Defining your clients – internal and external

II. People

- Building business partnerships with clients and team members (PLOT)
- Managing client interactions
- Influencing clients and dealing with resistance

AUDIENCE:

Sales, professional services, and other staff who are responsible for identifying new business within their current client base.

USERS INCLUDE

*Arthur Andersen,
CTB McGraw,
MDL Information
Systems*



Consultative Selling for Consultants [continued]

III. Process (Opportunity - Proposal - Fulfillment - Closure)

- Interviewing clients to understand needs, strategies, issues, and challenges
- Developing the proposal and selling it to the client
- Fulfilling the engagement using a consultative process: work agreement, identifying issues and solution ideas, making recommendations, implementation
- Closing the project and identifying new opportunities

> Implementation/Customization

Consultative Selling for Consultants is a 2.5-day workshop offered in two formats: 1 day and evening with a second day to follow, or 2.5 regular workdays. Program pre-work includes self-assessment, participant profiles, case studies, and a reinforcement and measurement strategy. Actual clients or other leaders roleplay during the simulation case, which is customized to your organization's typical client situations. Post-training reinforcement is available via the Advance Consulting website.