

Consulting Led Selling workshop

Learn to understand and apply the Issue Based Consulting methodology.

Consulting and sales are strongly related. Understanding your customer building a good client relationship with solid recommendations will bring you long term consulting revenue.

Depending on your business this relation will form the solid basis for even more services or products to support your clients. Companies like IBM use the Issue Based Consulting methodology to deliver value to their customers with consulting. Building upon this IBM expands its' revenue with a wide range of other products and services. Just an example how consulting and sales are related.

This is the reason we called this workshop Consulting Led Selling. A different approach to consulting shifting from a subject matter expert, telling your customer some facts about a specific area, to an innovative and creative Consultant delivering strategic value to your customer. Building a strong client-consultant relationship will intensify your business with this client and increase your revenue.

How does it work:

Most consultants deliver value by executing well defined tasks for its' customer. Sometimes this cannot even be considered consulting, it looks more like body shopping.

With Issue based Consulting we introduce value based consulting instead of task based consulting. This requires a different relation with your client. You are not hired by a predefined contract of fixed hours and fixed tasks. You will build a long-term relation with your client, understanding his problems and look for opportunities to deliver value.

The Issue Based Consulting methodology will offer you the approach, the structure and the tools to set up a value based consulting engagement.

Consulting Led Selling offers tangible results within a shorter time frame, compared to traditional consulting.

The Consulting Led Selling workshop will learn you to understand this methodology and to apply it. During the workshop you will get a practical experience working with the methodology using a real life case.

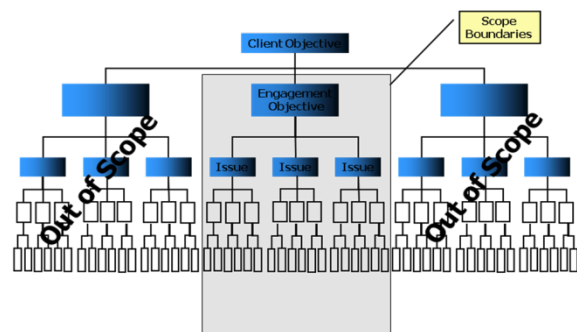
Based on the principles of action learning we will work in teams and you will perform several practical exercises. Learning some basic consultancy skills are also part of the workshop if necessary.

The Issue Based Consulting methodology:

Based on the Minto principle the method uses a scientific approach to "get the message across". This structure helps the consultant and his team to get a grip on the entire engagement and will help to client to understand the conclusions and recommendations.

"I don't care how much work you've done or information you've collected. If you don't have a good story for the client you haven't done your job"

Starting point is to get a clear view on the strategic goals for this customer and how you as a consultant can add value to that. We will define and distinguish the Client Objective and the Engagement Objective.

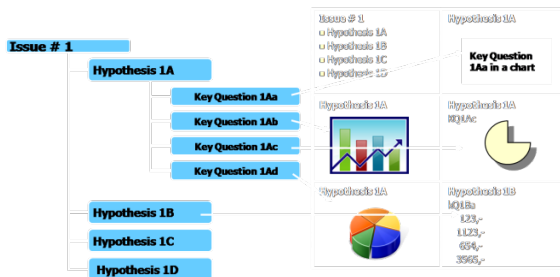


Seeking for the right data to support conclusions and recommendations the method will provide you with a structured top down approach. This approach will save time and money and lead to fast results for you and your customer.

Very often the problems a customer experiences are subjective. Perceived are only problems, underlying root causes are mostly unknown.

There might also be prejudice and bias of you want to get your recommendations and conclusions across. The buy-in process is crucial to success and forms an important element of the method and this workshop. It is very often not of importance what you tell, but how you tell it. Of course the method makes sure, what you tell is relevant and solid too.





Planning and execution:

The standard Issue Based training curriculum consists of 5 days total. Planning and execution however are flexible.

Common setup 1:

- 5 day intensive – 5 days in a row
- 5 day curriculum - 2 x 2 days + 1 day recap

The focus during this workshop is mainly on the Issue Based methodology and learning to apply it. The training can be customized by adding blocks for e.g. Consultancy Skills or Managing Change.

Training results:

After this workshop you will be able to:

- Understand the customers' real problem with underlying root causes
- Define and understand the barriers your customer has to deal with
- Explain the added value you and your company can bring this customer to overcome the barriers
- Translate the goals and value drivers into a clear and compelling proposal
- Present the proposal to a target audience and create buy-in to get this deal
- Define the most optimal area's to investigate during the consulting engagement
- Drive to tangible results, getting hold on effective data to support your conclusions
- Update the customer by communicating progress effectively
- Speed up the engagement with tangible results within short time
- Get a firm grip on planning and results with a structured approach
- The ability to organize "Effective Presentations" will increase buy-in for your recommendations
- Align your consulting engagement with customers' expectations completely
- Deliver a professional and effective result within a relatively short time

Target audience:

This training is aimed at:

- Experienced Professionals shifting their career towards consulting.
- Consultants who would like to add a professional methodology to their toolbox to increase the structure, effectiveness and buy-in of their engagements.
- Experienced Consultants who would like to learn a value added approach to consulting or like to learn this different approach to consulting.

Prerequisites:

Generic bachelor or academic level is required, together with a minimum of 5 years of experience working with engagements within a customers' environment.

This training will require some preparation by reading the course materials and the case example in advance.

Course Materials:

You will receive a full binder with all course presentations and background theory.

Pricing and course data :

Contact us or check out our website

www.consultingmethodology.com

Meerum Terwogtlaan 229

3056 PP Rotterdam

The Netherlands

+31 10 25 18 032

info@consultingmethodology.com

