



ELITE

Consulting Skills Program

3 day program

DESCRIPTION

This program develops the core thinking, planning, communicating and influencing skills required to shift from commodity-based, technically-driven communications to business-focused, value-driven solutions.

Its success is in its approach. Participants are made aware of their current thinking, its associated behaviors and, through this awareness, buy-into why they should step outside of their comfort zones.

They learn how to improve their thinking, planning, communicating and influence skills through powerful exercises, role-plays and presentations.

OUTCOMES

- Reduce the pressure to discount by focusing on value
- Be able to recognize and adjust to others' thinking and communication styles
- Take a more consultative and holistic approach to customer interactions
- Understand the skills required to add customer value through consultative communication skills
- Problem solve effectively and resolve potential conflict
- Use a discovery methodology to effectively uncover customer needs, priorities and identify opportunities
- Be perceived as a credible individual who adds value through intelligent questioning
- Speed up decision making and reduce the sales cycle through questioning
- Develop and communicate client solutions in the most persuasive manner to key decision makers
- Plan meetings, presentations and other persuasive communications in half the time

KEY AREAS

- Benchmarking current thinking and approach to customer interactions.
- Recognizing personal thinking and communication preferences and adjusting to others
- Problem solving the 'whole brain' way
- Planning and structuring effective meetings
- Discovery - influencing through questioning
- Responding persuasively
- Personal delivery skills and coaching

METHOD

Instructor led, highly experiential (learn by doing) program using video, discussion, role-plays, presentations and communication exercises

COURSE DURATION

3 days

