

Who Will Benefit From This Course?

- Technical Professionals in client facing roles
 - Consultants
- Client support specialists (both internal and external)

Overview

To satisfy, keep and develop clients, companies must embrace the concept of building strategic relationships through their technical and support staff.

Increasing the impact of technical consultancy is now recognised as being a vitally important practice in maximising business potential and setting a professional tone.

This programme emphasises the importance of client awareness and professionalism within the context of business development.

Learning Outcomes

- Heightened awareness of the impact of technical consultancy/support on client perception and business development.
- An increase in core skills for business support and development.
- Maximising business opportunities by building long-term relationships.
 - Concepts and strategies for improved personal effectiveness.

Content

Increasing the Impact of Technical Consultancy

- Customer Care & Retention
- A Consultant's Roles – The Balancing Act
- The Role of the Trusted Advisor

Managing the Client Relationship

- Client Relationship Matrix
- Client Perceptions and Expectations
- Internal Client Care
- Solving Client Problems: A 4-Step Approach:
 1. Building Rapport
 2. Get the Facts
 3. Discuss Solutions
 4. Develop an Action Plan

Communicating with Impact

- NLP Model of Communication
- Perception Filters & Body Language
- Barriers to Communicating Effectively
- Listening & Questioning Skills

Being Influential

- Factors to Consider
- Influencing Techniques