

Looking to improve client loyalty and retention?

Want to increase billable hours and engagement profitability?

Would you like to build an exceptional consulting practice?

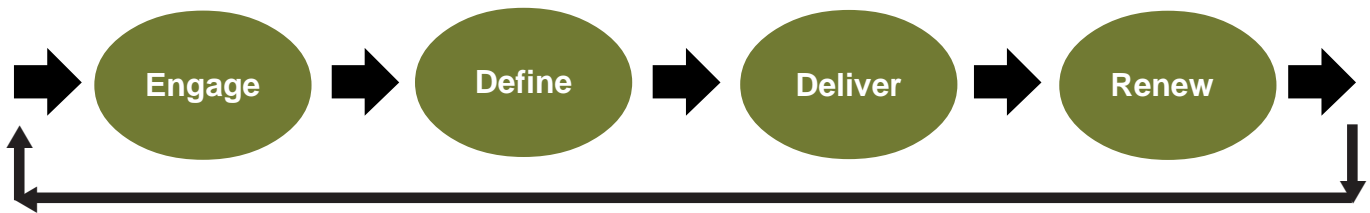
Join us for...

Consulting Skills:

Building Confidence, Achieving Credibility,
and Delivering Client Value



A Three-Day Success Strategies Workshop



This workshop teaches the consulting skills, processes, methods, and tools required to effectively and efficiently engage and deliver advisory assistance to clients. Attendees learn about the common pitfalls that lead to client dissatisfaction and the proven approaches to successful engagements.

What Makes This Seminar Unique?

Field research of top-performing consulting firms was conducted to define the best practices proven to deliver business results. This is the heart of the program. The hands-on design of the session, combined with its practical tools, cause participants to immediately grasp, buy-in, and apply the core concepts, skills, and processes to a real-time consulting environment. At the conclusion of the session, participants will be able to increase their consulting effectiveness at the various levels of client relationships and engagement, delivering value as an individual contributor or through a team.

Who Should Attend?

Consultants, project leaders, engagement managers, business development managers, practice leaders, analysts, customer service representatives, consulting executives, and all others responsible for profitably delivering client value.

What You Will Learn

- The best practices of process and engagement professional consulting.
- The four fatal flaws consultants make in client engagements and how to avoid them.
- The 10 commandments of consulting.
- How to effectively implement the consulting process.
- The four required capabilities of the professional consultant.
- The requirements of becoming a trusted advisor in the client's eyes.
- How to influence with integrity.
- The four questions that should always be asked.
- How to lead the project team.
- How to manage scope creep.
- How to effectively execute service recovery when things go wrong.
- Different leverage models.
- How to partner with your client.
- An effective, professional approach to engaging clients.
- Successful techniques for consulting meetings.
- The consulting norms, values, and rules for client engagement.
- Key concepts, strategies, and critical consulting issues.
- The long-term client relationship model.
- Appropriate project metrics

And more...

A participative learning environment ensures hands-on understanding and successful skill building.

Workshop Topics

Unit One: The Consultant's Reality

- The Dangerous Trend: Lowered Client Satisfaction and Lowered Firm Profitability and What You Can Do to Turn It Around
- Needs, Wants, and Expectations: Your Clients, Your Firm, and You
- The Four Fatal Flaws and How to Avoid the Major Consulting Pitfalls
- The 10 Commandments of Consulting
- Consulting Assessment: Living the 10 Commandments
- Advancing from Basic to Advanced Consulting Skills: What's Required
- Case Study: The *Very* Unhappy Client

Unit Two: It's All About Trust

- Trusted Advisor Definition
- The Benefits of Becoming a Trusted Advisor
- The Six Trust Builders
- What Trusted Advisors Do That Others Don't Do
- Trusted Advisor Personal Assessment
- Attributes of Valued Client Relationships

Unit Three: The Consulting Process

- Engage: How to Team with the Client to Discover Needs, Wants, and Expectations
- Define: How to Work Together to Establish Clear Roles and Objectives (Quality, Time, and Budget)
- Deliver: How to Implement Solutions that Deliver Planned Business Results
- Renew: How to Review with the Client and Commit to the Next Project
- The Four Consulting Capabilities
- Best Practices and Lessons Learned

Unit Four: Business Acumen

- Consultant as Business Person
- Critical Issues by Level and Function
- Engagement Management
- How to Build Business Acumen

Unit Five: Relationship Skills

- Building Relationships
- Influencing with Integrity
- The Power of Non-Verbal Communication
- Listening and Probing
- Overcoming Barriers to Listening
- Maintaining Empathy

Unit Six: Business Development

- Why Everyone Sells Services
- Creating Client Value for the Client and Value for Your Firm
- The Four Business Development Competencies
- Creating Confidence and Urgency
- Special Challenges of Meeting with Senior Executives
- Predicting, Exploring, and Validating Issues and Needs
- The 10 Persuasion Steps
- Practicing the 10 Persuasion Steps

Unit Seven: Engagement Management

- Assigning Consultant Accountability
- The Rules of Engagement
- Creating Realistic Project and Consulting Metrics
- Leading the Project Team
- Managing Expectations and Avoiding Scope Creep
- The Service Recovery Process

Unit Eight: Data Gathering and Investigation

- The Five Techniques of Gathering Data
- Deciding Who Does What in Data Gathering
- The Good and Bad of Bias in Investigating Consulting Issues
- How to Effectively Address Resistance to Data

Unit Nine: Consulting Contracting for Success

- Best Practices in Consulting Contracting
- Pitfalls to Avoid
- Ground Rules for Contracting
- The Six Elements of Good Contracts
- Creating Contracts that Work
- The Contracting Meeting: Do's and Don'ts
- Avoiding "Shoot the Messenger" Syndrome

Unit Ten: Closure and Renewal

- Evaluating Actual Performance vs. Objectives
- Ideas to Leverage Success
- Ensuring Client Follow-Up
- On to the Next Project

Unit Eleven: Leveraging Learning

- Identifying Personal Strengths and Challenges
- Personal Action Planning

Interested in this Workshop?

Contact Jim Alexander directly to discuss whether this workshop is right for you: 239-283-7400 or alex@alexanderstrategists.com.

Your Workshop Leader



James A. Alexander, Ed.D., is the founder of Alexander Consulting, a TPSA-certified management consultancy that helps product companies create and implement professional services strategies. Offerings include strategy formulation, market research, performance consulting, and training.

Jim has authored or co-authored over 80 articles, three white papers, five research reports, and two books and has taught at universities in the U.S., Europe, and Mexico.

Jim was selected as the services pundit for IBM Global Services 2003 Headlights Program. He served as the U.S. Department of Commerce's e-business subject-matter expert for the duration of its Inter-American E-Business Fellowship Program. Furthermore, he acted for 12 years as the vice president of professional services for AFSM International.

About Alexander Consulting

Alexander Consulting helps companies formulate and implement professional services strategies for clients ranging from mature professional services organizations (PSO) seeking the next level of performance to newly formed organizations attempting to build capabilities to product companies contemplating whether professional services is the proper strategic move.

Alexander Consulting offers consulting, workshops, training, and company-specific assessments and benchmarks. In addition, their pioneering research studies, books, articles, and white papers have led the professional services industry for years. Alexander Consulting experts are also available for keynote speeches and presentations.



100% Satisfaction Guarantee

We feel so strongly about our ability to fulfill our commitments that we promise to perform our mutually agreed-upon duties to your complete satisfaction.

What participants of previous Alexander Consulting workshops and presentations have said:

"Alexander Consulting is definitely a thought leader in professional services. Not only do they have a great base of knowledge, they are excellent communicators."

*Patrik Melander
Director, Network Consulting, Ericsson Latin
America*

"Alexander Consulting's experience and professional approach to growing service businesses provides an additional asset to your executive management team. They are strong communicators and will help you get the buy-in and commitment to move your projects or growth ideas forward."

*Gary Ross
President
Cott Systems*

"I find Alexander Consulting to be innovative in their approach and very results-oriented. They deliver the value they promise and work with you to find real solutions, not just identify old problems."

*Tom Schlick
COO
Xata Corporation*



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