Becoming a Trusted Advisor (SP-BTA101)

Course ID #: 7000-429-ZZ-Z
Hours: 12

Course Content

Course Description:

This class is delivered by a live instructor and is specifically designed to provide an overview of the Trust Equation and several key skills and tools to become better Trusted Advisors. Building trust with your clients opens the doors for you to become a helper to them, not a salesperson. Trust is all about 'earning the right to be right' and your consultants need to master these skills as an integral part of their profession.

At Course Completion:

In this highly interactive workshop, they'll learn how to ask the right questions to uncover their client's needs and concerns. They'll find out how to use this information to provide more effective solutions, make more dynamic presentations and recommendations, overcome objections, and stay on the same page.

Target Student:

Your entire project or consulting team, from seasoned veterans who want to strengthen their selling skills, to relative newcomers who want to develop a sound foundation on which to build a successful consulting career.
We also strongly recommend that key management personnel along with relevant support staff attend this workshop as it can enhance internal teamwork and interpersonal working relationships.

Topics:

- Becoming a Trusted Advisor: An overall intro to the program designed to get us in the right mindset
- Probing, Clarifying and Summarizing: An essential skill to identify, understand and document client requirements
- Meeting Structure and Planning: Covers the benefits to both the consultant and the client of having structure in your meetings
- Delivering Bad News to Clients: An essential skill for consultants to proactively deliver bad news to the client in a way to minimize fall-out
- Sharing Insights: Shows consultants how to demonstrate to the client that we are experts in the many issues, challenges, and opportunities in their industry