



CO
MATCH

Selling Your Consulting Services Online

GRAHAM PHELPS

Live online training course



Key principles

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Chat



Reactions



Whiteboard



Screenshare



Breakouts



Mic mute / video on

Using zoom



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Selling Your Consulting Services

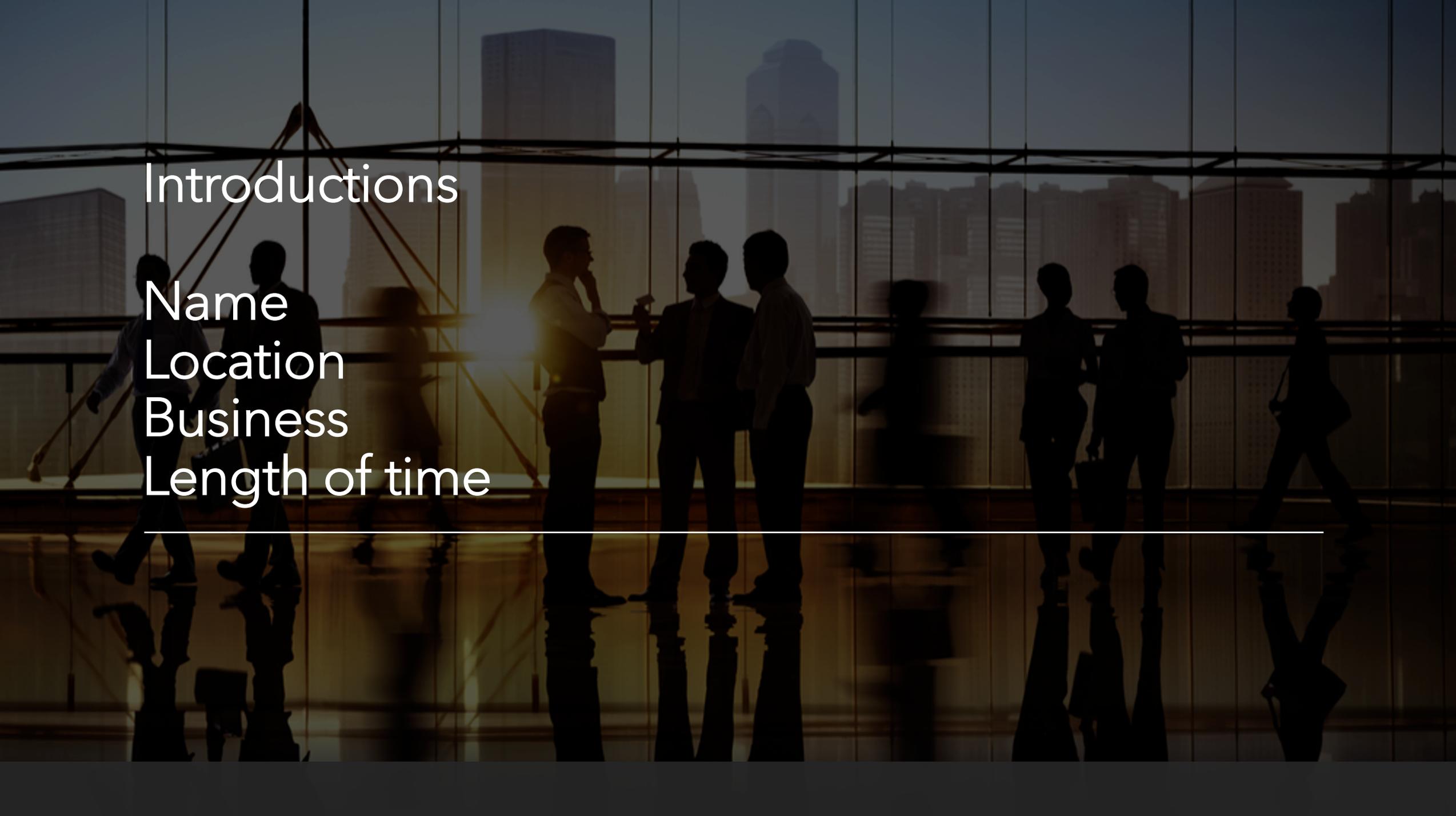
The live online training course will help you to develop new prospects, create, develop and gain new business opportunities.

Purpose



This training will allow you to improve your sales, marketing and client development skills

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The background of the slide features a blurred, high-angle view of a modern office space. In the foreground, several business professionals are silhouetted against a bright light source, likely a window. Some are standing and talking, while others are walking. The office has a glass railing and a grid-like ceiling structure. In the background, a city skyline with various skyscrapers is visible under a hazy sky. The overall color palette is dark and moody, with a warm glow from the light source.

Introductions

Name

Location

Business

Length of time

Key principles

Personal learning objectives

The stages of the client engagement process

Three engagement principles

Your value proposition

Task: Personal learning objectives



**AREAS TO
IMPROVE**

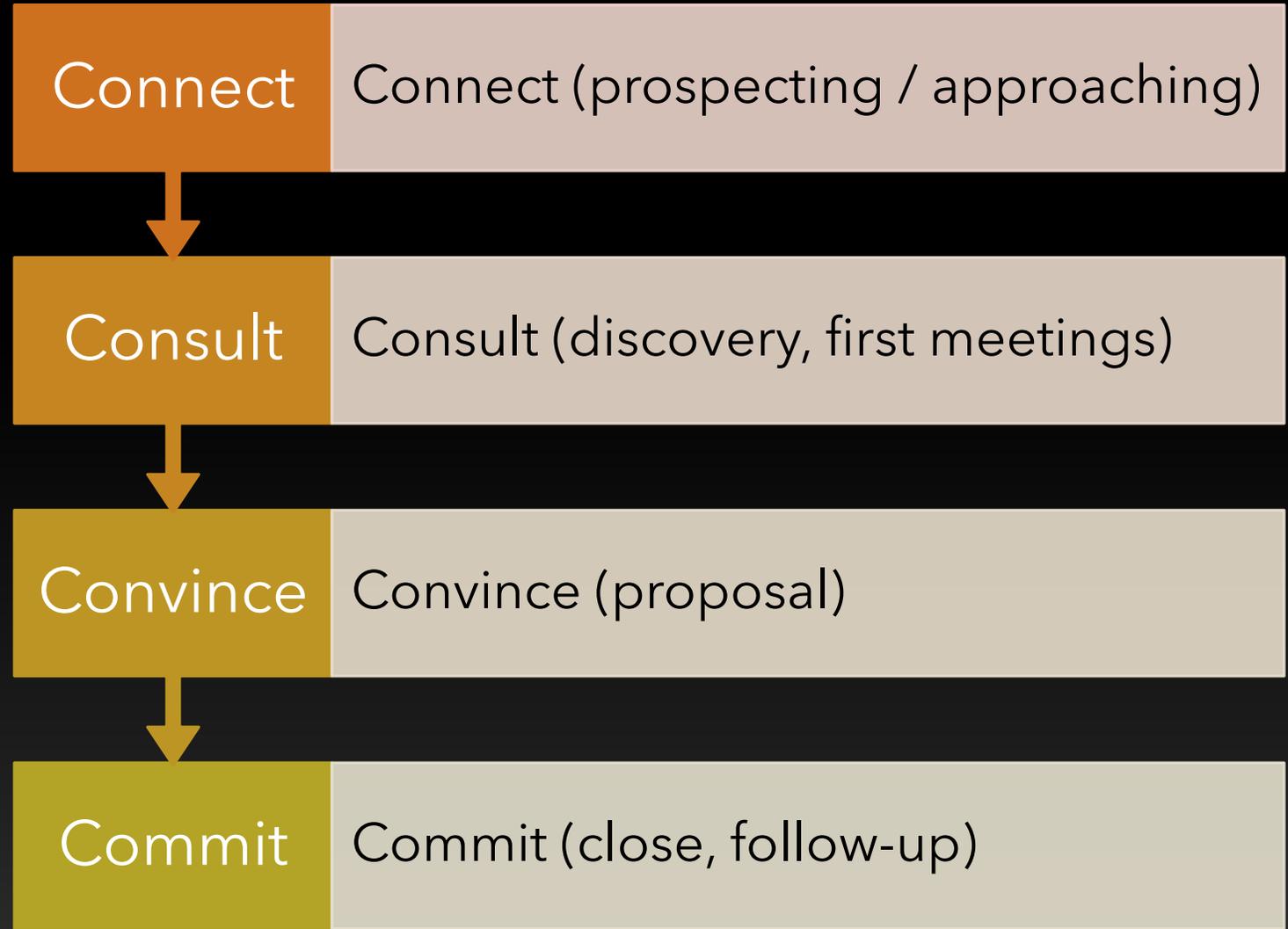


SKILLS TO LEARN



**QUESTIONS TO
GET ANSWERED**

The stages of
the client
engagement
process



Task: Goal setting



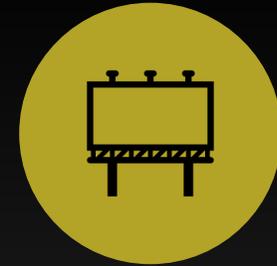
**TARGET NUMBER OF
NEW CLIENTS IN THE
NEXT SIX MONTHS**



**NUMBER OF
PROPOSALS**



**NUMBER OF FIRST
MEETINGS**



**PROSPECTING /
PROMOTIONAL
ACTIVITY**

Task: Share your
goals

A man in a grey suit and blue tie, holding a banana, with a distorted, angry facial expression. The image is a composite of a man's face and a banana, suggesting a forced or unpleasant experience.

The customer experience

HOW DO YOU LIKE TO BE SOLD TO?

Task: How do you like to be sold to?



Discuss in group



One person make notes



Present back

Three principles

01

Focus on the customer

02

Earn the right

03

Persuade through involvement

Driving principles

Focus on

Focus on the customer

- Help customers analyse their present situations and develop clear statements of needs to solve problems.

Earn

Earn the right to advance

- Gather quality information about what problems customers are trying to solve; do not "pitch" your products.

Persuade through

Persuade through involvement

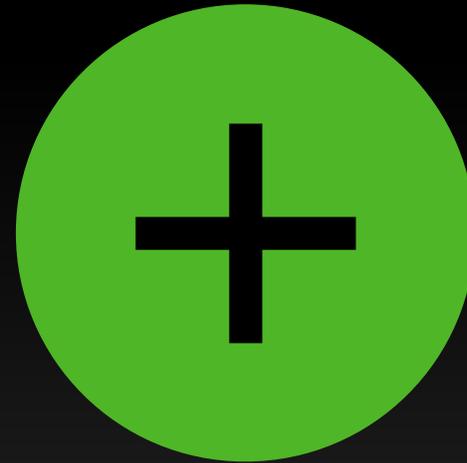
- Help customers articulate their situations and problems rather than define their needs for them.



Your value proposition : Impact statement



START WITH WHY



**ADD THE WHAT AND
HOW**

Start with why

Selling your consulting services

Listen.

Learn.

Be Inspired.

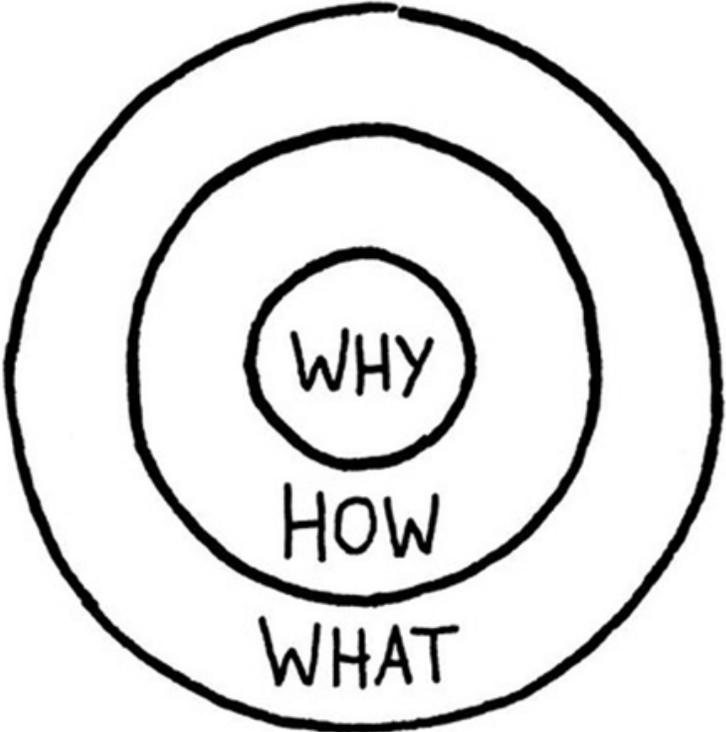
TED^x PugetSound

2009

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Marketing strategies 1: Why clients buy from you

What is the why?



Why = The Purpose
What is your cause? What do you believe?

Apple: We believe in challenging the status quo and doing this differently

How = The Process
Specific actions taken to realize the Why.

Apple: Our products are beautifully designed and easy to use

What = The Result
What do you do? The result of Why. Proof.

Apple: We make computers

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Marketing strategy



Impact statement 1

How would you explain your role to a new client?

What do you do for a client?

What makes you different?



Task: Create an impact statement

Task: Practice your impact statement





Ideal prospect
profile

Who is best chance of getting engagement?

Which type of business?

Who is the best contact?

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Define your
target market

Size of company

Vertical or market sector

Location

**Psychographics - values,
culture, style**



Target Market Discussion

The process

Approaching

Exploring needs

Exploring and developing options

Proposing and closing

Implementing results

Maintaining and growing relationships

Task: Learning points from this session

Make a note of three or four learning points or actions from this session

