



Selling Your Consulting Services

CONSULTING SKILLS

Live online

**CO
MATCH**



Consulting skills

co
MATCH

Consulting techniques



HOW TO USE QUESTIONS
TO 'BUILD' THE
OPPORTUNITY



ADVANCED OUTCOME-
BASED QUESTIONING
TECHNIQUES



QUALIFYING AND GAINING
COMMITMENT TO THE NEXT
STAGE

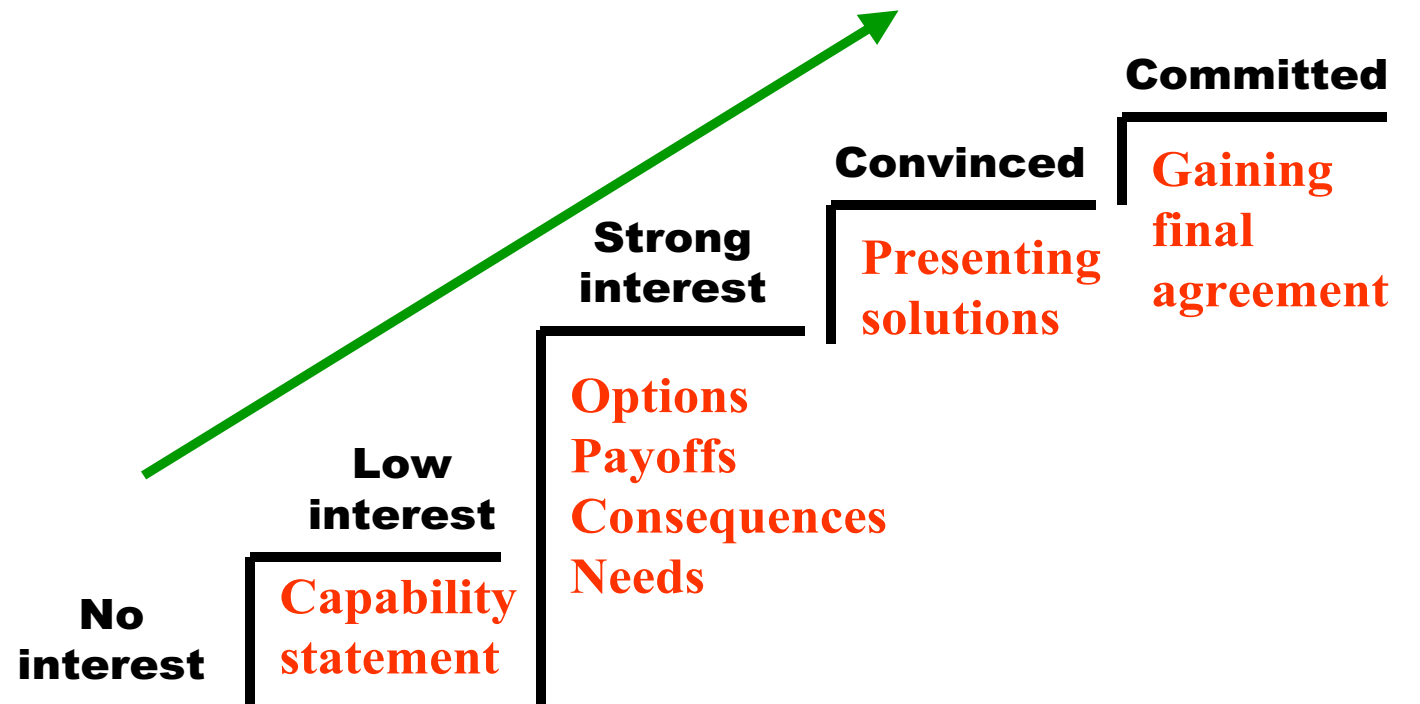
CO
MATCH

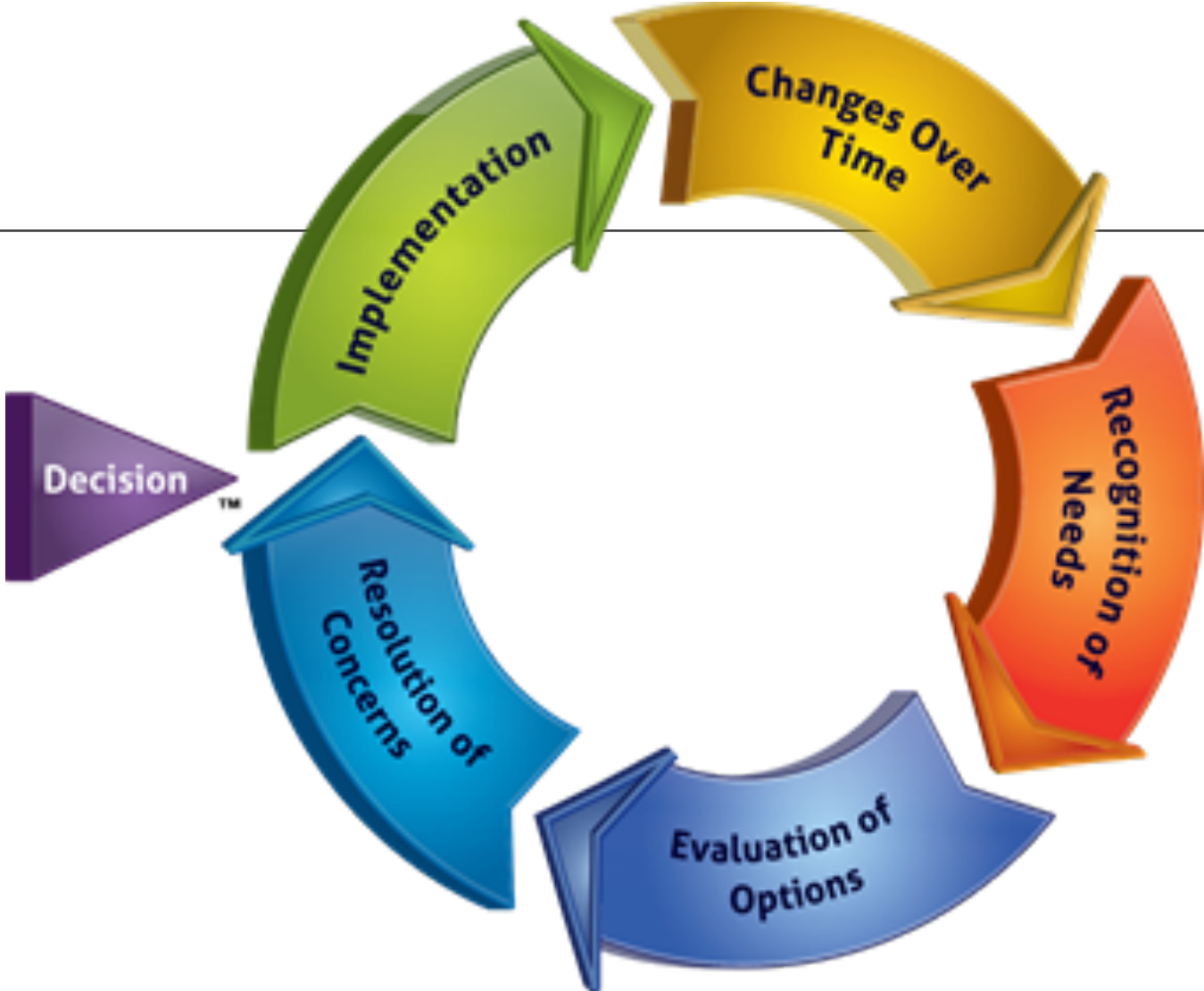
Three principles of client engagement

Focus on	Focus on the customer
Earn	Earn the right
Persuade through	Persuade through involvement

The client journey

Advancing the process





Sales steps - activities



Consulting techniques



HOW TO USE QUESTIONS
TO 'BUILD' THE
OPPORTUNITY



ADVANCED OUTCOME-
BASED QUESTIONING
TECHNIQUES



QUALIFYING AND GAINING
COMMITMENT TO THE NEXT
STAGE

CO
MATCH



Quick start

What are the three most important questions to ask a prospect?

What is the best split for you / the customer talking and listening?

First online meeting skills

Online works

Master the medium

Plan and prepare

You discover opportunities that the client might have

The client discovers how you might help them



Setting objectives and preparation

Must

Intend

Like



Plan and prepare

Make a list of things to prepare and get ready for a first 'discovery' meeting.



Connecting - rapport



```
graph TD; A[Connecting - rapport] --> B[Consulting - needs]; B --> C[Convincing - you can help]; C --> D[Confirm - 2nd meeting]
```

Consulting - needs

Convincing - you can help

Confirm - 2nd meeting

Four stages in the meeting

First meeting agenda...

1. Introduction and objectives
2. you overview - initial
3. Understanding the client's situation
4. You: How you work
5. Questions from client, concerns
6. Summary of CEL and terms
7. Ask for second meeting to present back



Using questions to
build opportunity



Consulting

Let's try them...

Find a partner

One choose a favorite topic

The other asks them questions about it

Three minutes

Only use TED questions!

Repeat



Questions that create opportunities

Where is the customer's organisation now?

Where does he or she want it to be?

co
MATCH

Gap Analysis



Mind the gap

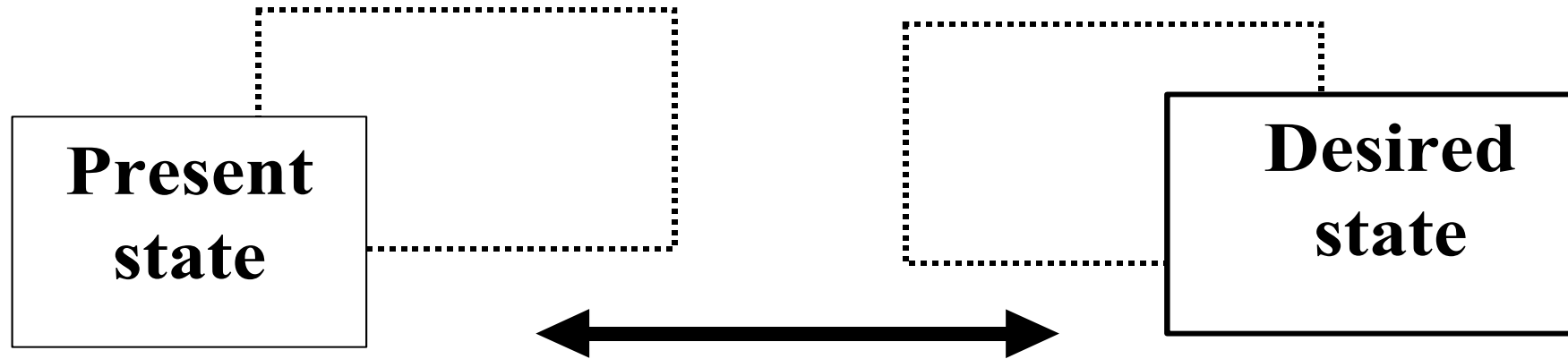
Solutions to problems

Things to improve

Goals to achieve

Progress to make

Widen the gap by exploring consequences



Exploring Consequences
and Payoffs

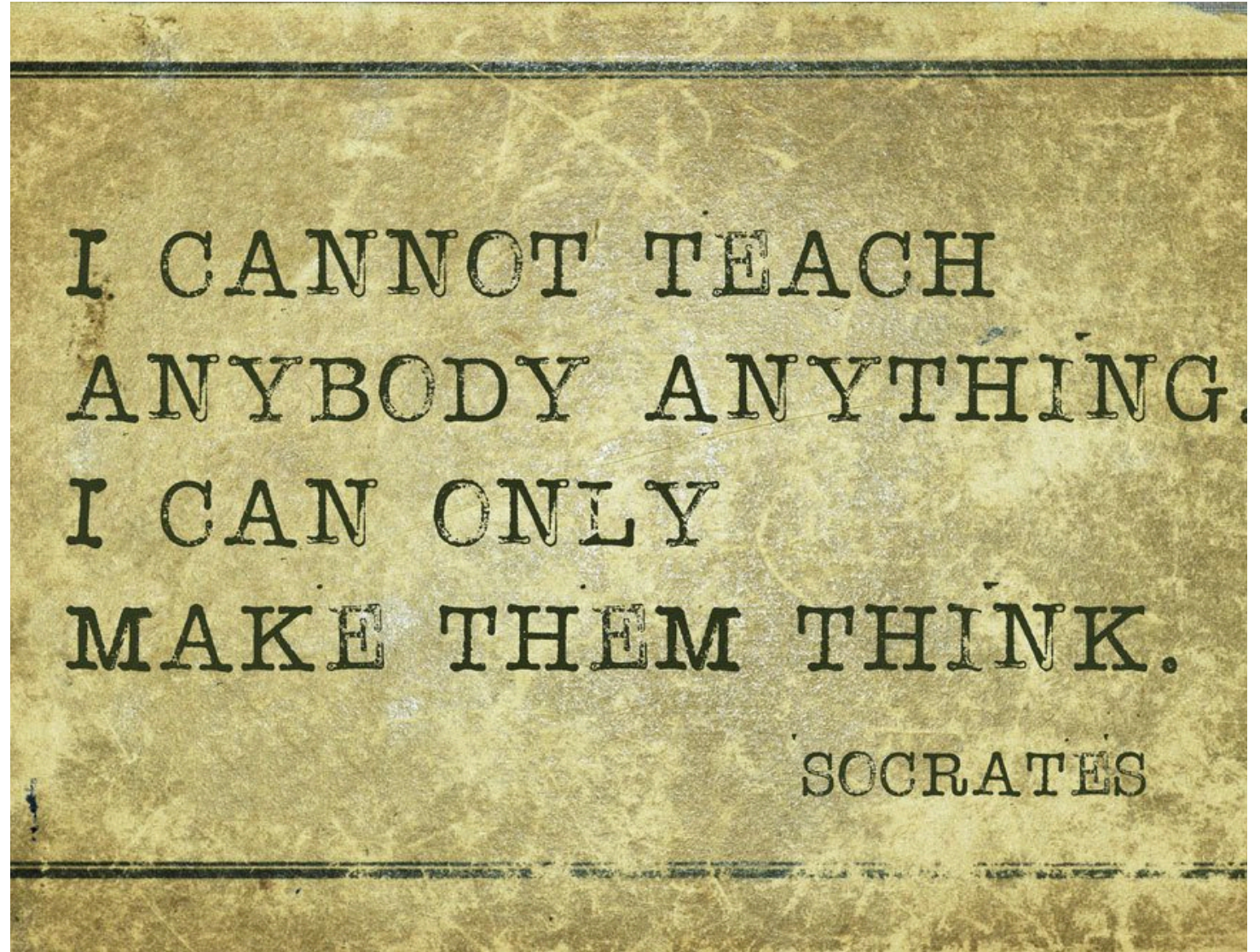
Art of questioning

Structured questioning
techniques

Short clean questions

Active listening

Answering customer
questions



Types of question

Open

Closed

High impact

- Speculate
- Evaluate
- React

TED

- Tell me
- Explain
- Describe

TED questions

This type of question probes or encourages more information.

Tell me

Explain

Describe

Tell me more

Please explain

Give me an example

Describe in more detail



Example - Three level questions

As an online retailer, you must pay a lot in banking fees and currency fees?

How much a year? Is it going up?

Tell me what you have tried to reduce this?

How does this effect your profitability and pricing?

What would be a good reduction?

If I were to reduce this by 10% or more, describe the benefit of this?

A few words about active listening

Summarizing

Echoing

Building

Acknowledge

Empathize



Task: Planning real life questions

Find a partner

Work together

Create some questions you can use in real life

WHERE

How

WHY

Advanced
questioning
skills

Outcome questions

Criteria questions

**Pain and gain
questions**

Outcome questions

Two or three things you want to achieve...

What does success look like

What do you want to change or improve?

Looking to achieve as a result of
....



Criteria questions

**Apart from cost,
what is most
important to you in
choosing a
solution?**

**What 2-3 factors
are most important
to you?**

**Key criteria you will
be using to make a
decision?**

Qualifying
questions =
MATCH

Money

Authority

Timescales

Competition

Hotbutton

Convincing and confirming

List six questions or concerns you think the client many have (at this stage) and write down an answer for each.

ADDRESS YOUR CLIENT'S CONCERNS



The Three F's



FEEL



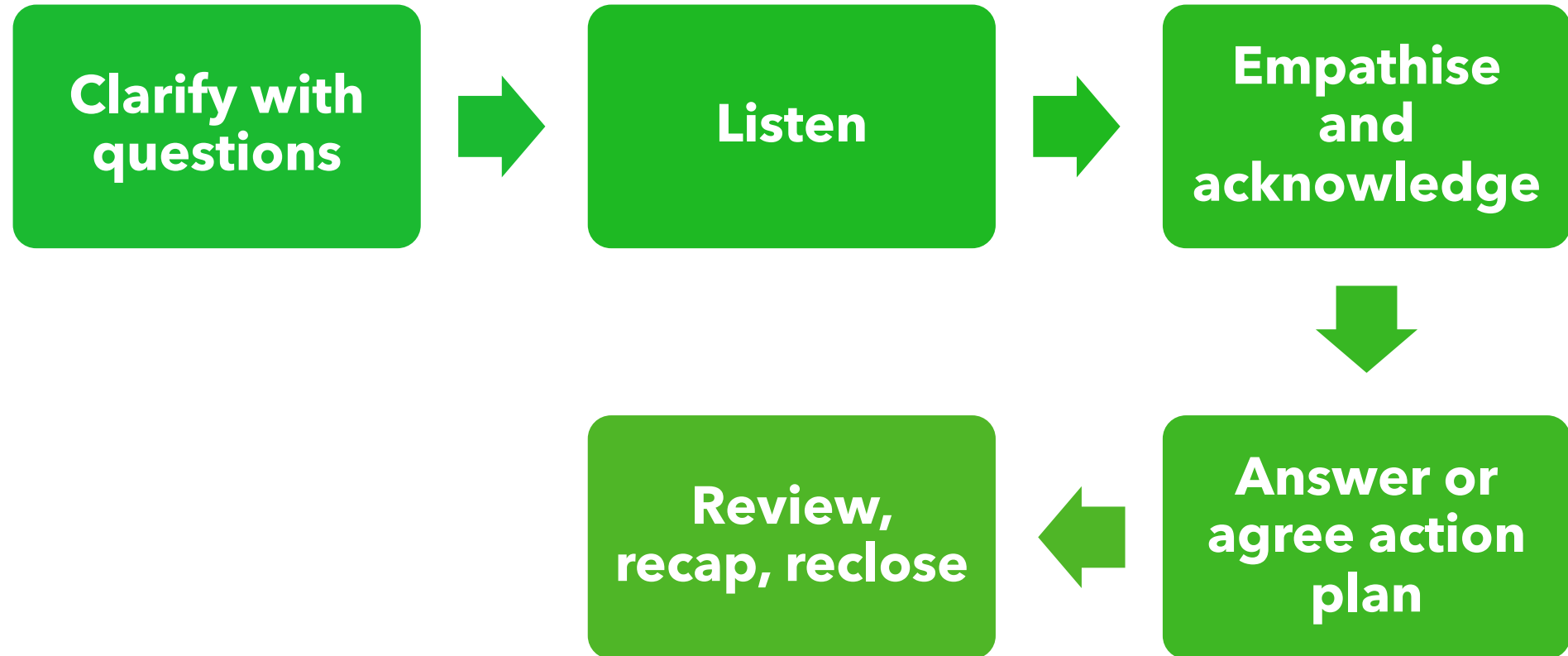
FELT



FOUND

CO
MATCH

CLEAR



"I think we can do this ourselves..."



"Well, I understand how you feel,



Other clients felt the same way when they first heard of you



What they found was that is they do not the time or expertise."



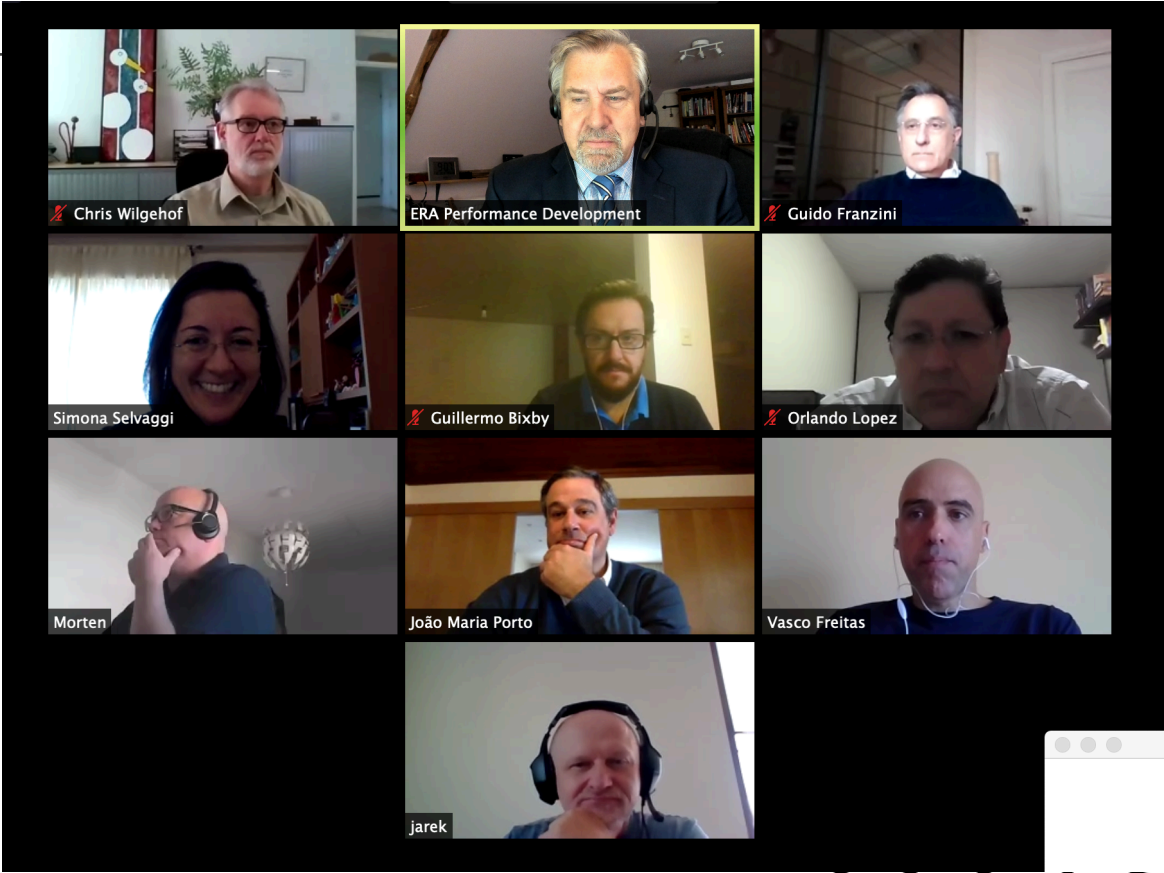
Learning summary from
today

PLEASE SHARE ONE
IDEA OR LEARNING
POINT FROM TODAY
AND HOW YOU ARE
GOING TO USE IT?

Role play

- Work in threes
- A - CEO from prospect
- B - you Consultant

- 5 mins prep
- 25 mins meeting
- 10 mins review



MAICH

Task: Learning points from this session

Make a note of three or you learning points or actions fro