



Selling Your Consulting Services

CONVINCING

Live online

**CO
MATCH**



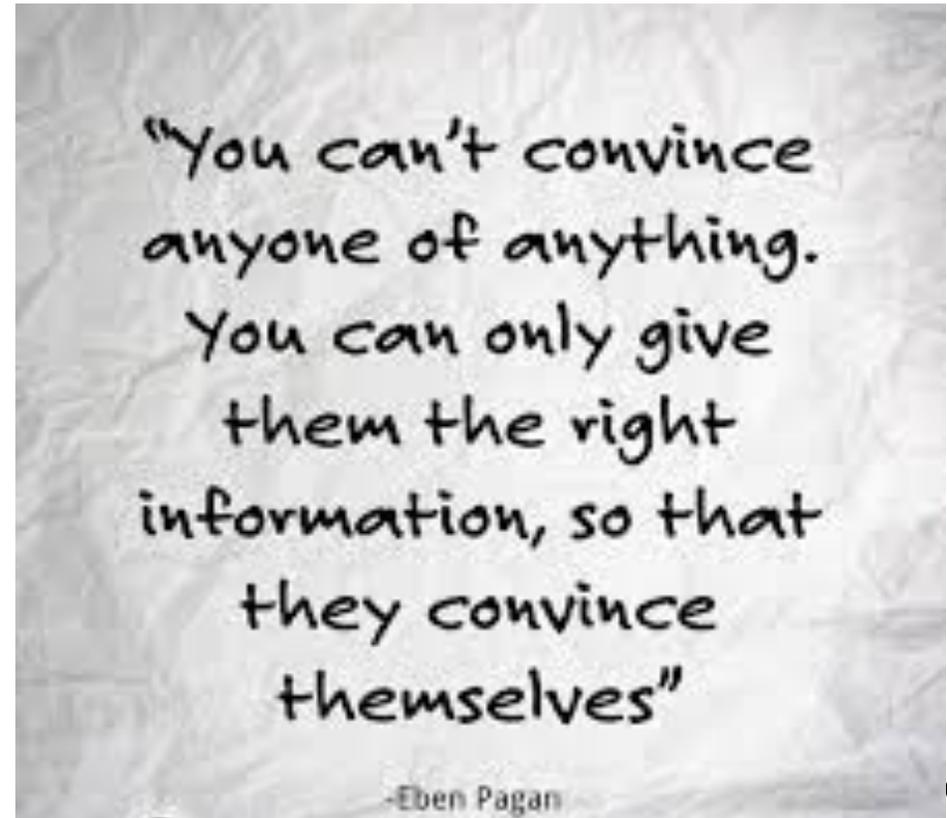
Convincing

co
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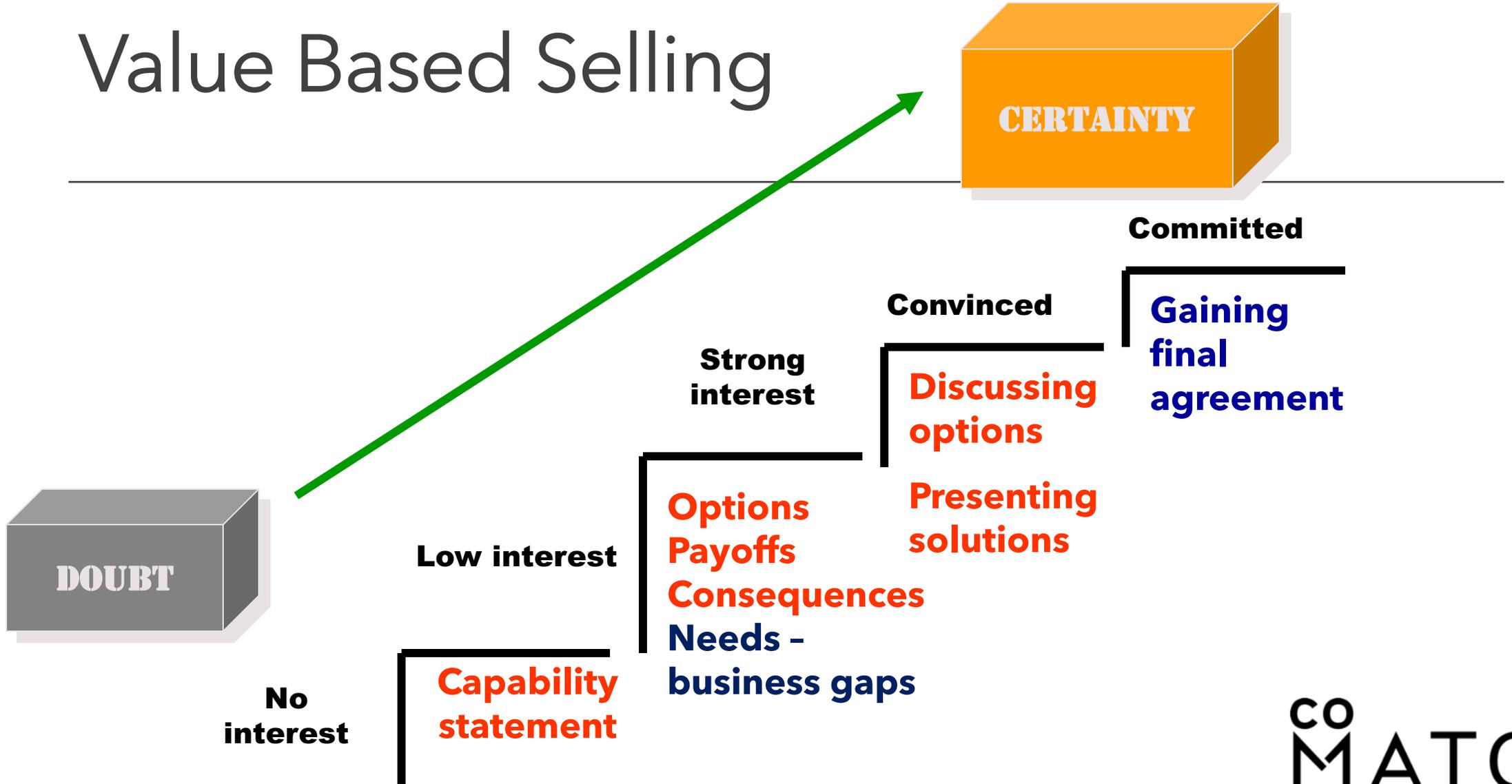
Value-based proposing

How to define and present your solutions using value-based methods



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Value Based Selling



Presentation and persuading skills

Compelling
benefits and
reducing
perceived risk

Helping the
customer
decide by using
options

Professional and
effective
presentation
skills

Task

How do you present your price and services now?

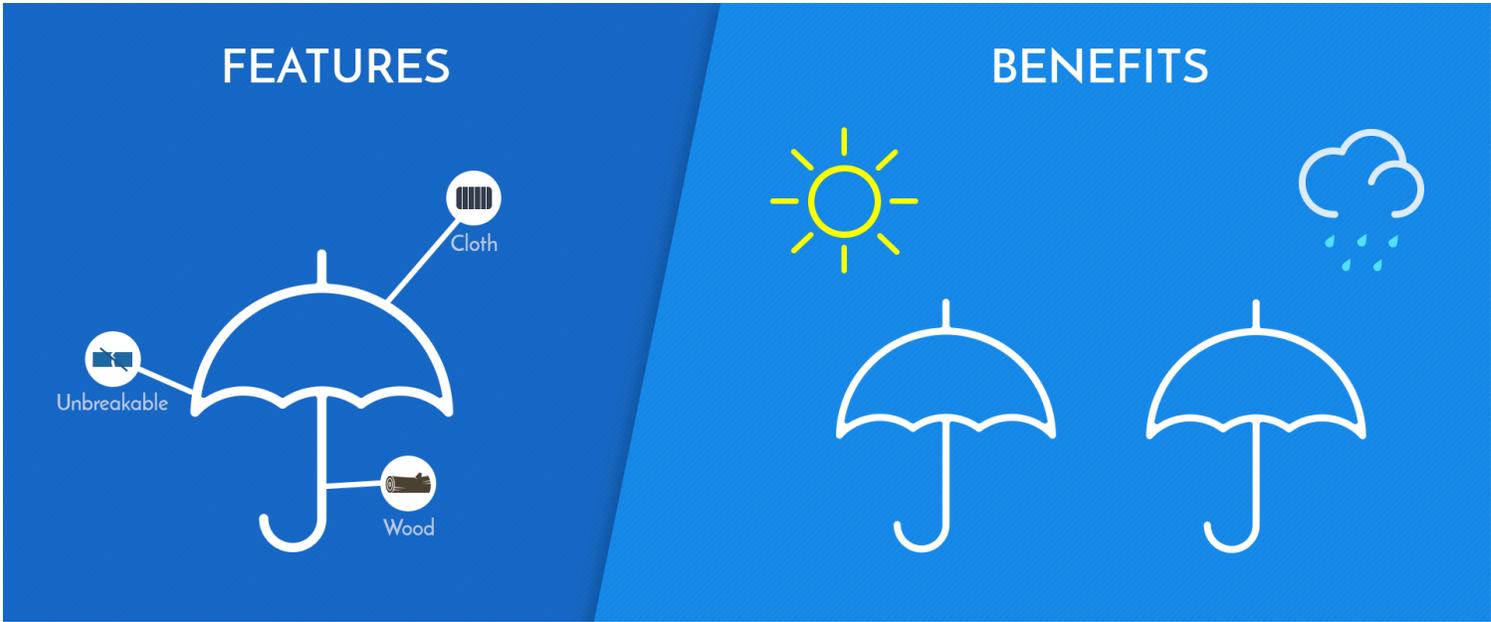
What challenges do you face at this stage?





Features and benefits

What the customer brings	What the consultant brings
A set of general problems that may be translated into specific statements of needs.	A range of products and services that have many features capable of providing an array of potential benefits to customers.



Task: List 3
benefits and
3 features of
your services



Executive summary



**SUMMARISES YOUR
FEATURES AND BENEFITS**



**CLIENT USES IT TO
ASSESS YOUR PROPOSAL**

How to structure a proposal

Client objectives

Our solution

Options and pricing

Three reasons to go ahead

Project plan

Next step



Options and pricing

Using options



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How options work

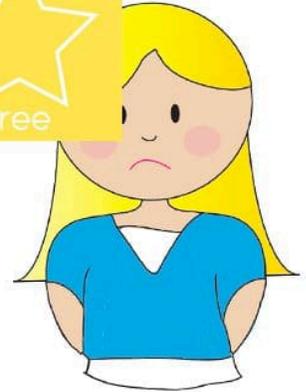
High

Medium

Low

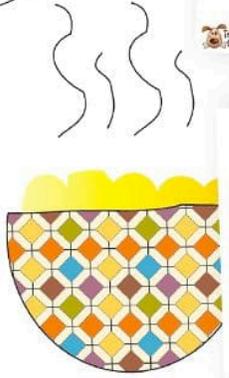
Doors





Ouch! This porridge is too hot.

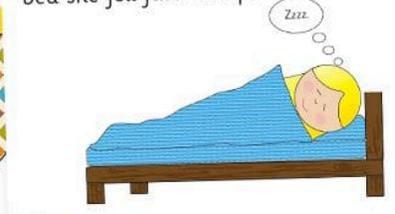
She tried the **first** bowl of porridge.



In the living room were **3** wooden chairs. Goldilocks was feeling tired and decided she would sit down.



When Goldilocks lay down on the **third** bed she fell fast asleep.



Goldilocks' principle

Option matrix

Sources of value / features

A, B, C

Option generator

Based on the target customer that you selected prepare an option matrix to discuss with the customer.

Customer: _____

Need area: _____

Source of value ⬇	Option A	Option B	Option C

Option matrix
example

HR consulting:

1. Simple employee survey

2. 1, plus management interviews

3. 1 and 2 held every three months

Task: Option matrix

01

**Work in a
group**

02

**Choose a
service and
create an
option matrix**

03

**How do you or
could you use
options**



Price and buyer's remorse

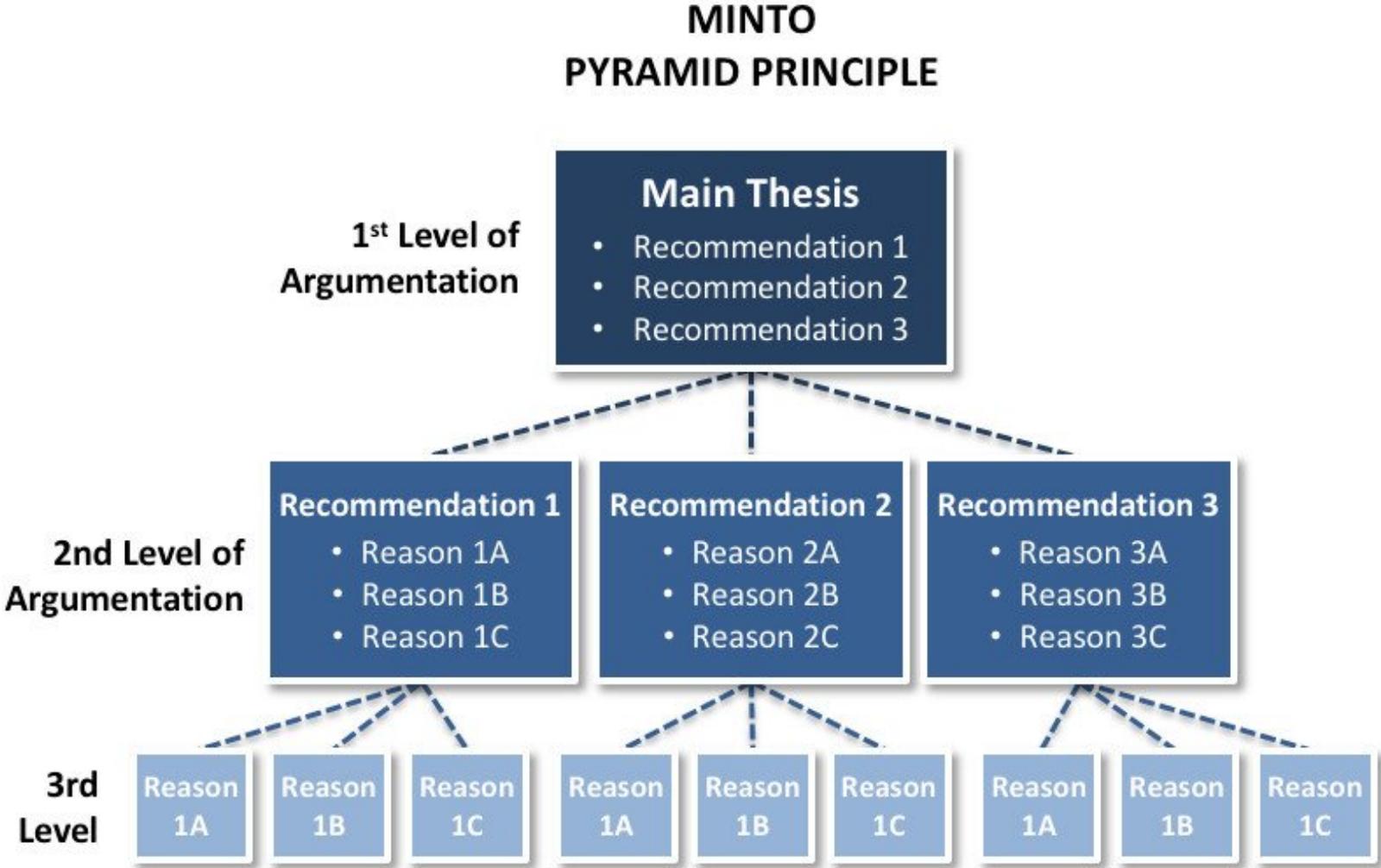
Price techniques

1. Price sandwich
2. Lowest price denominator
3. Justified price
4. Loaded or negotiable price
5. Price isolation close
6. Comparison price
7. Price ceiling

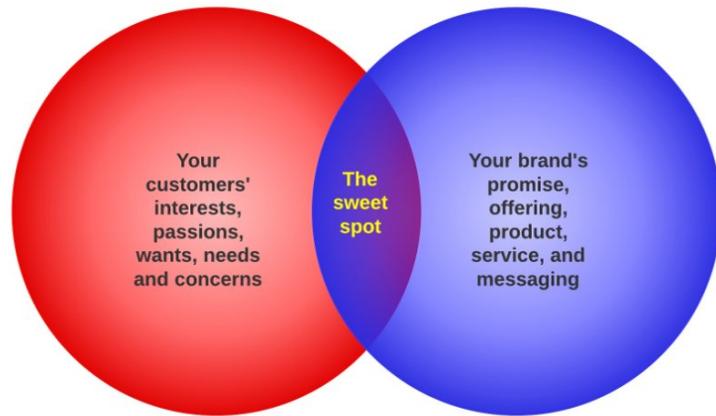


Presenting and persuading

Minto



Presenting your solution



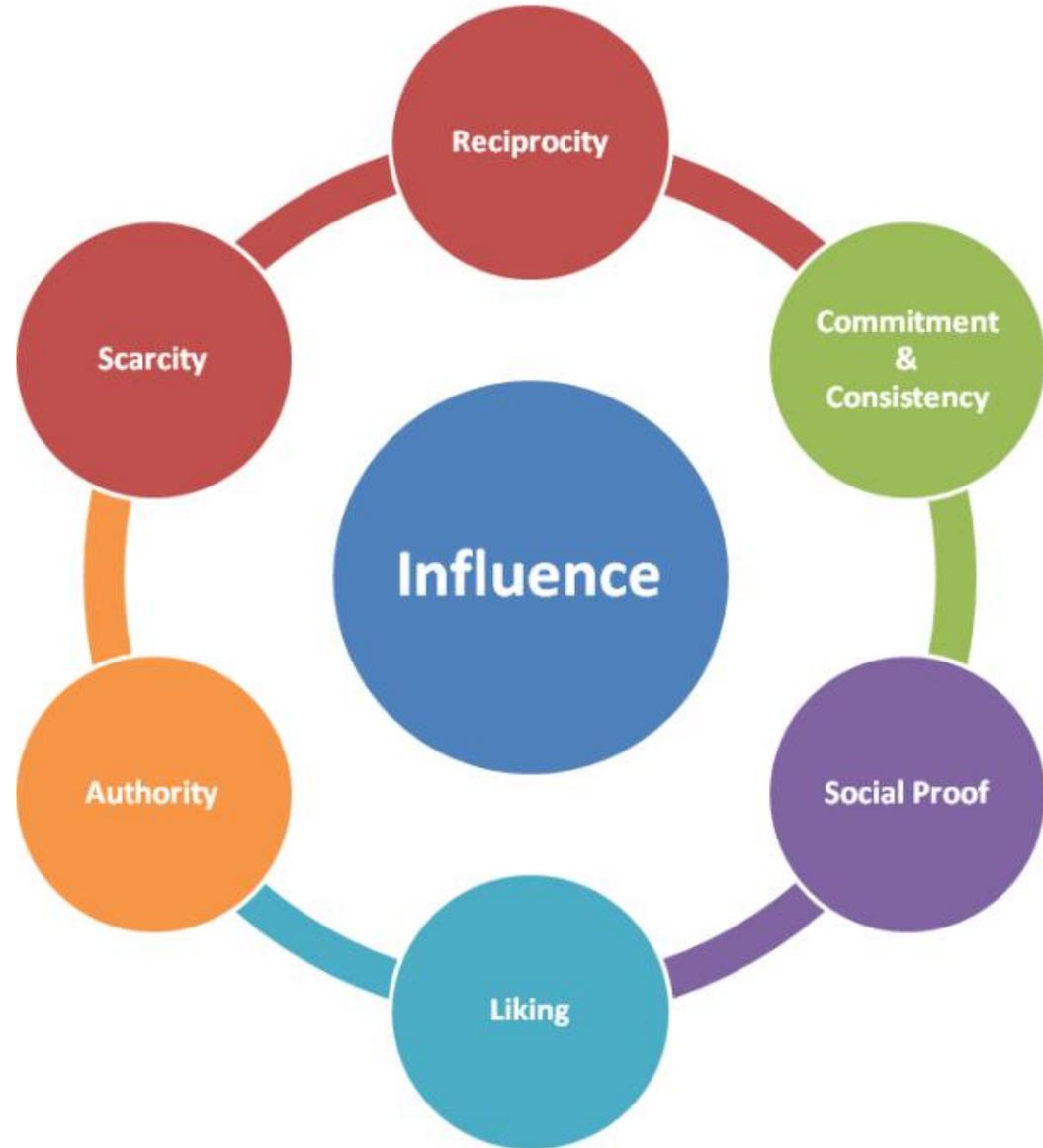
1. State the customer's issue, problem, need or requirement
2. Summarise the benefit or improvement you can offer
3. Expand with facts, features and how you would achieve this
4. Examples and proof, third party stories, visuals
5. Test understanding



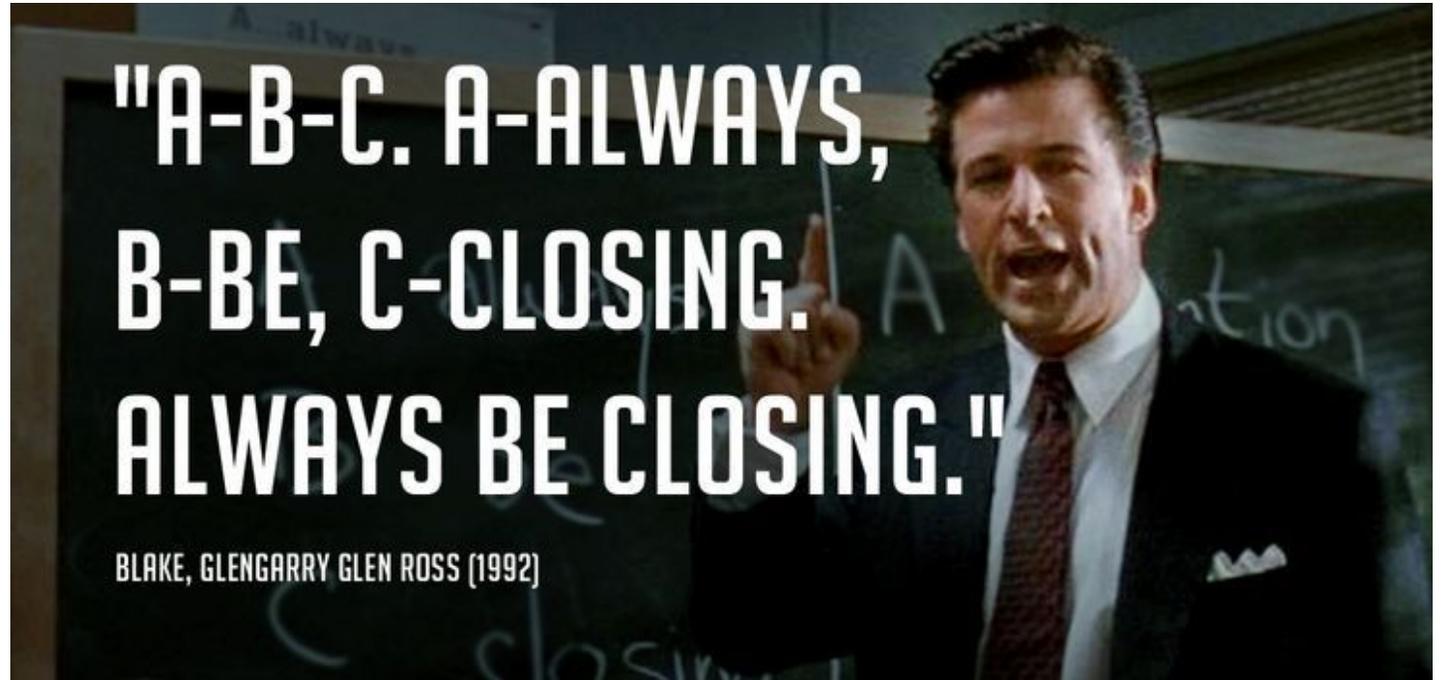
Formal presentations

1. Determine your objective
2. Review needs and benefits
3. Create a unique package
4. Organise your proposal
5. Assemble supportive information
6. Analyse the participants
7. Review the politics involved
8. Anticipate objections
9. Practice your delivery
10. Rehearse and revise

Six tools of influence



Commitment



BLAKE, GLENGARRY GLEN ROSS (1992)

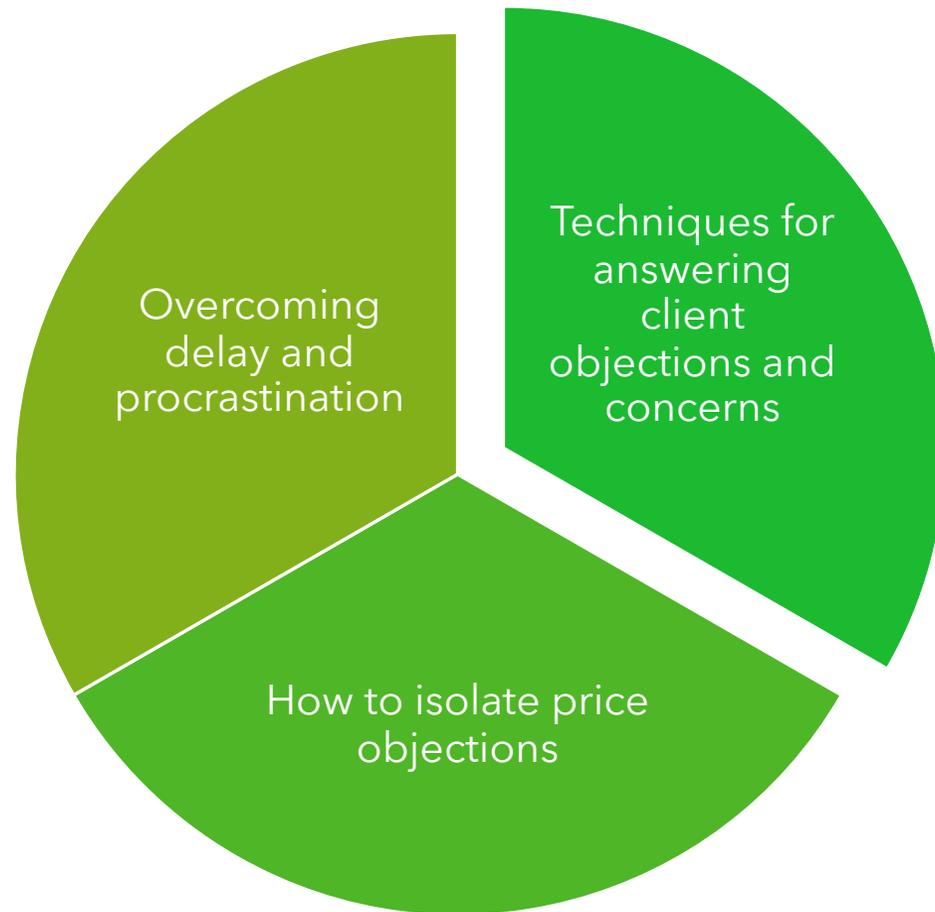
How to ask

Summarise

Confident

Concise

Clear



Overcoming concerns and questions

Key points



HOW TO ANSWER



AVOIDING DELAYS



**PRICE
OBJECTIONS**

Questions and objections (concerns) are good



Treat as signs of interest

- Encourage
- Discuss

Two types

- Need reassurance (minor concern) = 3 x F
- Need an answer (major concern) = CLEAR

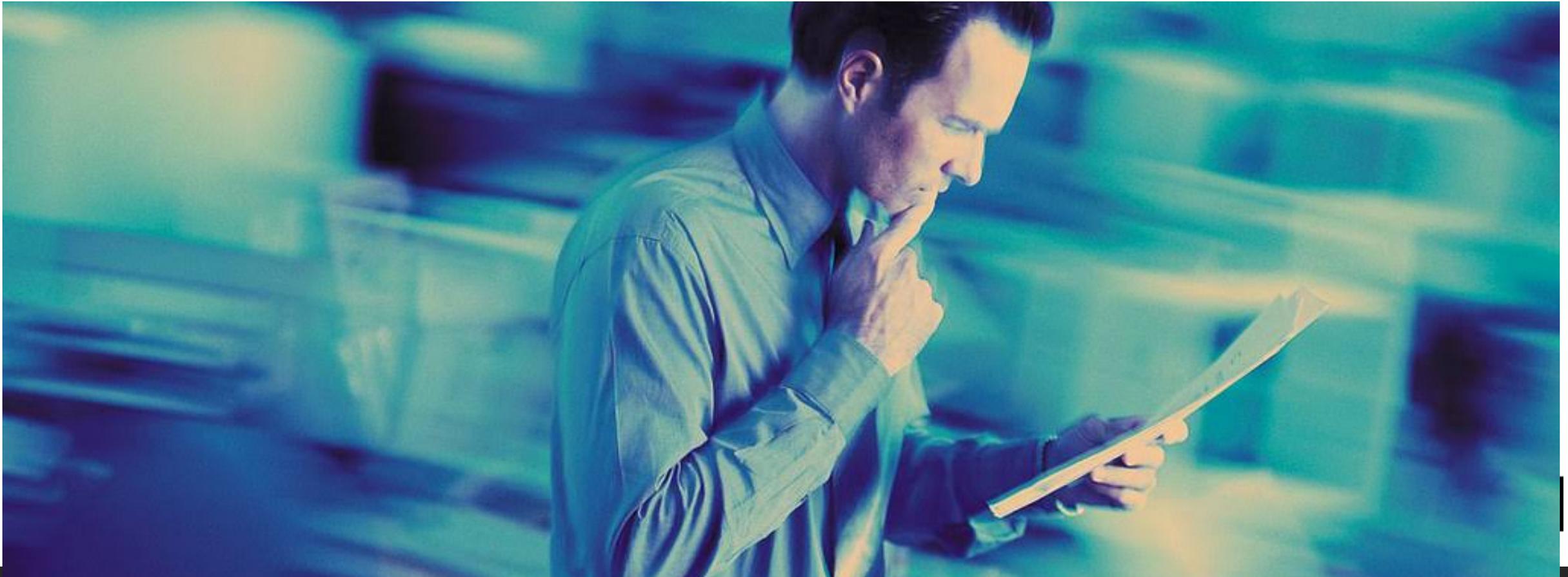
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The Three F's

Feel

Felt

Foun
d





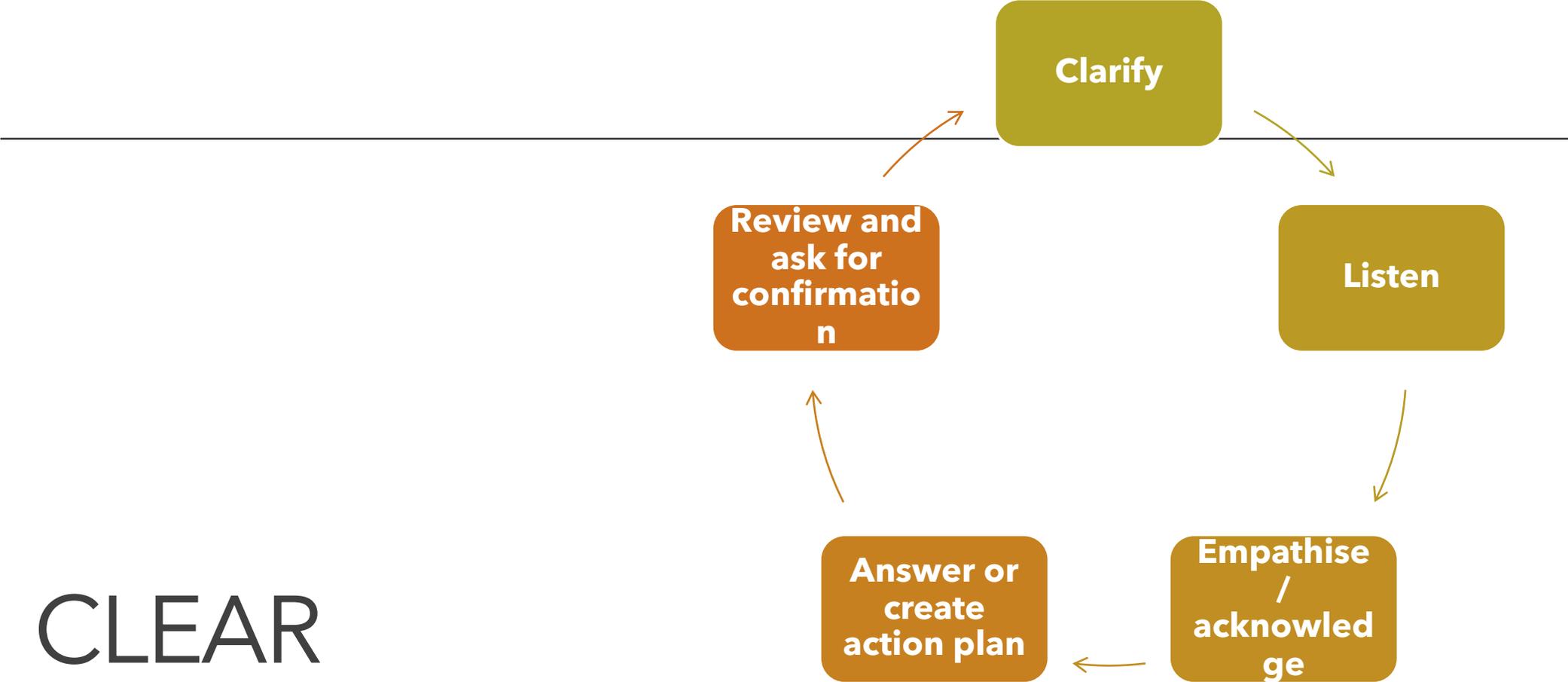
“Well, I understand how you feel,



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



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



CLEAR

Concern Type	You Should
Misconception	Clarify and explain
Scepticism	Provide examples, references or evidence.
Real drawback	Show how advantages outweigh disadvantages.
Real complaint	Respond with a plan to address the complaint.

Types of concern or objection

How to negotiate





Key points on negotiation

1. Be ready
2. Concede slowly – play hard to get
3. Trade concessions – give and take
4. Be reasonable
5. Know your BATNA

Learning points

Most important points or actions
from this session

