

Dear Reader

I trust you see this as a reminder to do your profile building in your target markets. Please pass on to any one who may have an interest – best wishes –Ian

Hello from me – you are receiving this e-mail because you have either requested it on my website, or you have attended one of my workshops or you have given me your card or address at one of the presentations I have done. That may have been for a networking workshop, CPA or ADF possibly – or another organisation. I usually manage three a year but plan to be a little more active this year - Ian

Please read on - oh, yes, the 90 days has stretched to 190!

	
<p>New ...</p> <p>Consulting & Relationship Skills Workshops:</p> <p>Canberra 27 April Sydney 29 May</p> <p>Designed to help consultants to add value for your unit, your principals &/or your firm. Training focus is on how to</p> <ul style="list-style-type: none">- get closer to the client, to develop the relationship and the business opportunities- build your own networks to create leads and referrals- improve the quality of service delivery – consulting insight <p>For both internal & external consultants</p> <p><u>Read the flyer, for full details!</u></p>	<p>Contents?</p> <p>The 6 steps of consulting are described here as a reminder / introduction to the methodologies made famous by Peter Block and developed by others including Ingrid Bens. I have modified them by adding in this first step. Also reference to the World Cafe - a technique for building ownership and creating and collecting knowledge. A new workshop for people practising as consultants - either as external or internal consultants.</p> <p>This document is a pdf. If your links don't function, go to www.consultanttraining.com.au and you can see relevant information in the LHS & RHS panels.</p> <p>Consultative Approach: 6 steps</p> <p>Do you manage to add the value to your clients' businesses and activities that you would like and that they expect?</p> <p>If you give the client what they ask for, is that enough? If you give them more than they ask for, is that "exceeding expectations"?</p> <p>Answer: "Don't know!"</p> <p>The consultant's answer to resolving this dilemma is to go through the consultative process as you prepare and deliver your service.</p> <p>Here is a brief summary of the consulting process - 6 steps for big jobs, 5 for smaller ones.</p>
<p>Ian's book, Consulting, Contracting & Freelancing: Be Your Own Boss, is recommended for people going into service businesses by Smart Business in Queensland - the State Government Business Advisory office*</p> 	<p>1. Research the client</p> <p>Have you ever found yourself going to visit a potential client - internal or external, and thinking:</p> <ol style="list-style-type: none">1. What do I know about the person I'm about to meet?2. Why was I referred to them? Or, where did the lead come from?3. Have they had dealings with us before? If so, when, and how extensive?4. Why did the referral source say we should meet?5. What is it that this person does?6. What is their business unit's main activity?7. What is the major focus of their whole company or organisation?8. Where is the link with this into my/our own business?9. What do they say about themselves - on the web site, in their brochures?10. Is there media coverage of their activities?
<p>What is the "World Café"?</p> <p>It's a facilitation technique. Knowledge Management consultant Shelby Ashelford described it:</p> <p><i>Imagine a café with lots of tables and people sitting at those tables discussing all sorts of things. A set time frame is given to the discussion</i></p>	

and when the time expires, certain designated people need to relocate to another café table. The people arriving at their new table are advised of all the previous discussion and then the discussion continues. This means that everyone gets to build their knowledge as they move around the tables and to provide interesting insights into the existing discussion.

Greg Jenkins teaches it in his very good facilitation workshops.

Also: The original 2 Day workshop "How to be a Successful Consultant" workshops – Successful Consulting & Marketing Your Consultancy".

Melbourne May 15, 16

[Download a PDF file of the Melbourne workshops](#)

11. What have I brought with me to give them comfort about what we do?
12. What can I show them if the personal chemistry is not positive?
13. How big are they? Is this branch or head office? Is their business unit strategic to the operation or are they ancillary? What is the culture - local v off-shore, government (which level) or private?

Step 1 occurs before you meet the client. If they contact you then you can ask some of these questions, but it is better to work with a wider sample!

Steps 2-6 click the link below

www.consultanttraining.com.au/articles_1.htm

Best wishes, good consulting!

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