ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



SALES AND CUSTOMER SERVICE

Commercial Skills for Consultants

Build the commercial skills technical experts need to advise, influence and win business with clients.

WHO IT'S FOR

Technical experts and professionals who advise and work with clients.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Become the trusted adviser clients turn to first
- Hold consultative conversations that uncover real needs
- Understand client motivations and how decisions get made
- Run client meetings that build confidence and momentum
- Influence clients and negotiate demands with confidence
- Spot opportunities and grow business from existing clients

ABOUT THIS PROGRAM

Our consulting skills training is built for people who are hired for their expertise and then asked to bring in work. Strong technical expertise gets a consultant into the room. Becoming the adviser a client trusts, listens to and calls again takes a further set of skills. Participants learn to hold consultative conversations, understand what motivates the client and the people around them, run strong client meetings and spot the next opportunity, all shaped around the kind of work your people do.

Tailored to your organisation

We build in your services, your clients and your professional standards, along with the language your people use, so the learning fits how your organisation works with clients.

> "Justine was absolutely lovely! The training was fun and informative and I feel like I learnt a lot!"
>
> Royal Victorian Eye and Ear Hospital – Victoria

Talk to us about this program

1300 655 098 · info@icml.com.au

Enquire online