

Trusted Business Partner Consulting



Duration

2 days

Group Size

Maximum 12 participants

Who Should Attend

Business Professionals

Program Outcomes

- Build skill in your business partners to fill sales pipeline
- Enable your partners to engage more strongly on a business level with customers to differentiate themselves and your organisation
- Position professional expertise to positively influence projected outcomes in terms of sales
- Increased empowerment to influence potential customer stakeholders rather than just provide pricing
- Increase productivity and consistency by following a clear consulting process
- Facilitate effective implementation with quicker deployment
- Positively build your working relationship with your partners as they see your contribution towards their own success

Business Challenge

Many organisations or business units rely heavily on partners to provide leads and fulfilment as part of the sales cycle. These partners are often ill equipped to differentiate our solutions to the end user organisation on our behalf, and opportunities are missed, and no value added to our pipeline unless the customer has specifically asked for our solutions.

Organisations recognise there is a demand to build internal consulting capability that assists teamwork associated with fulfilment partners.

Program Overview

The Trust Business Partner Consulting program provides technically savvy professionals with the consulting skills and tools necessary to create successful business partnerships and obtain optimum results. During the program business professionals learn the core skills of establishing needs, understanding motivation and influencing, communication styles, tailoring communication and how to encourage others to utilise your expertise and ideas actioned.

"Fantastic workshop for people who deal with partnerships on a day-to-day basis. Of great value to help overcome frustrations into getting the desired outcome."

*Program Manager,
Global Investment Bank*

"I have been in the finance industry for 37 years and thought I knew it all until I was put through this Synergy program. It opened my eyes to a different and exciting way of communicating with my clients in that it was not just solution/product based but rather understanding the needs and motivations of my clients. I thoroughly recommend the Synergy program to both new and experienced customer interfacing people."

*Relationship Director
Top 4 Bank*

More Information

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Key Components

- The consultative process:
 - Creating work agreements
 - Defining key issues
 - Gaining commitment for your recommendations
 - Implementing solutions and making them stick
- The Motivation Process
- Stakeholder analysis
- The Persuasion Model
- Tailoring the message
- Compelling communication
- Influencing strategies
- Skills Practice

Research & Approach

The Synergy research team is regularly applying learning from the Synergy analysis engine, together with the latest approaches and techniques to enhance its content and methodologies.

The program approach enables participants to utilise their own client scenarios to allow them to plan and apply the consulting skills and behaviours throughout the workshop.

The Results

As a result of attending this program, business professionals will be equipped to:

- Develop strategies for working with clients, managing each interaction for the purpose of building trust and commitment to moving the project forward
- Guide the client through the decision making process with persuasive questioning
- Create work agreements which clearly define the issues and ensure commitment to recommendations
- Move from good to excellent consultants by articulating the offer based on the sound understanding of the individual and their preferred outcomes