

CONSULTANTS: THE KEYS TO SUCCEED A CUSTOMER MEETING

Every engineer, project manager or consultant in a Software House or consulting firm, providing technical assistance or consulting, has to convince his future customer during an oral meeting.

Objectives

- For consultants:
- Be most possible employed.
- Be armed to make a difference during an oral meeting. Techniques to win technical assistance missions.
- Develop confidence

Concerned people

Software engineers, project manager, consultants, sales managers

Duration

From half-a-day to 3 days

Pedagogy & Practice

2 possibilities:

- Group:
 - From 2 to 3 days
 - Methods presentation and creation of tools
 - Real-life working conditions with coached meetings, filmed if necessary
- Individual coaching:
 - From half-a-day to one day to get prepared for an urgent meeting, or as a complement to group trainings.
 - CV: Diagnosis, adaptation.
 - Coached meetings, filmed if necessary

The coach-trainer

CEO of a consulting company, 20 years of commercial experience in IT (Information Technology), including sales department sales in Software House

Raised topics

PREPARATION

Information to gather – if possible – before the meeting

The customer's company: Its occupation, its organization, its stakes to take up, etc.

About the project: Targeted objectives, organizational context, technique, difficulties to solve, etc.

About the mission: Responsibility, tasks to achieve, skills and expected experience, etc.

Tool: The discovery check-list

Resume (CV)

Punchy resume structures – Attractive layouts – How to specifically customize your resume to a customer demand?

CV adaptation case study, for a software development or consulting mission.

Mental & physical preparation

Brief dress codes reminder – Actions to or not to do before the meeting – How to relax before the intervention and feel good?

THE MEETING

Steps to win confidence – Interactions with the customer, the sales person

The first 2 minutes: How to well start the meeting – Questions to ask – Introduce your candidature – Discussions – How to well conclude?

Introduce your candidature: Crucial steps

-1st possibility: Classic approach, CV presentation – Pro & cons of this method

-2nd possibility: How to avoid paraphrasing your resume?

The Russian Dolls method – Advantages and limits

Design & the Russian Dolls method application

-3rd possibility: Reconcile customers' expectations with possible contribution – Use a proven technique of argument table to convince: Hold the « CAP » (Characteristics – Advantages – Proofs)

Construction & application of the CAP method

Personal performance qualities

Being aware of your strong points and developing your personal qualities: voice, gesture, look

Meeting simulation – Coaching – Debriefing – Personalized recommendations