

# Consultative Communication Skills

<b>Course No.</b>	7998
<b>Description</b>	<p>Consultative Communication Skills presents cutting edge learning in effective communication and consulting. Its purpose is to enable those with client contact to create consulting relationships, even if they currently are seen as transactional. Content, tools and self directed exercises provide the learner with knowledge and some personal experience, grounding the content and theory in practical application.</p> <p>The program is based on group activity, discussion and real world case study work. Given as a live skill building session, students draw on their experience and knowledge, and learn new approaches through lecture and discussion. They then apply that knowledge to activities, exercises, case studies and discussion of real life issues and dilemmas.</p> <p>Together, the knowledge and skill building components translate into a package that enables students to build and maintain consultative relationships with our clients.</p>
<b>Audience</b>	Sales professionals, engagement, delivery, and line management, Team Leads, Project Managers, Consultants and others with significant client contact.
<b>Objectives</b>	<ul style="list-style-type: none"><li>• Sessions include the following skill building activities:</li><li>• Case studies from real situations that challenge the learner to decide on, and try, actions to resolve the issues in the case.</li><li>• Exercises designed to ground the claims made in the content in the real world, personal experience of the learner.</li><li>• Discussion of concerns, situations and issues that the learners are working with directly. The sessions will depend heavily on the sharing of situations that the group can apply the learning to.</li></ul>
<b>Duration</b>	2 days

## Course Contents

### 1. Consulting

- Overview of Consultative Communication Skills
- Introduction to Consulting
- Understanding Perception
- Managing Perception

### 2. Consultative Communication

- Communication: An Overview
- Effective Message Management
- Dealing with Difficult Conversations

### 3. Building and Maintaining Consultative Relationships

- Building Consultative Relationships: Trust
- Building Consultative Relationships: Process
- Maintaining Consultative Relationships
- Maintaining Consultative Relationships: Requests
- Maintaining Consultative Relationships: Promise
- Maintaining Consultative Relationships: Production
- Maintaining Consultative Relationships: Assessing Satisfaction

### 4. Channels of Communication

- Person-to-Person Communication
- Voice Communication
- Written Communication

#### Skills Building Session Agenda:

#### Managing Perception: Grounding the Claims

This section provides the foundational learning on which the rest of the program builds. It challenges students to ground the claims on which the program rests in their personal experience, and further challenges them to see direct application to client interactions. Class will include experiments that demonstrate, and then move to the underlying principles and tools used to understand and manage perception.

#### Seeking Information/Understanding

This section uses experiments, discussion, lecture and activities to demonstrate two essential skills for building consultative relationships: Effective questioning techniques and effective listening techniques. Students practice both techniques and apply them to their individual circumstances.

Included are tools for active listening, for managing the competing needs and concerns of stakeholders in a team, and a set of tools that can be applied to increase chances of true understanding emerging between conversational partners or groups.

All of these tools are aimed at creating or maintaining consultative relationships in which we are perceived as a trusted advisor and the source of thought leadership.

#### Types of Conversations

At the heart of this program are a series of experiments, exercises, discussions and activities to both introduce and create beginning competence in a variety of tools to manage conversations to produce satisfaction. Class will step through a set of conversational types that, if followed, can vastly improve our advisory role to clients while reducing issues and problems.

#### Managing the Message

This section focuses on why some messages don't get through, and how to adjust all aspects of a communication to increase your chances of achieving your goals while serving the client's needs and concerns.

In addition, this section looks at the differences in face-to-face, voice only, and written communications. It provides guidelines for getting the most from each type of communication channel, and helps learners avoid the mistakes that can garble an important message in any of these media.

#### Action Planning

Students walk away with a simple, but effective, plan to put the learning into action.

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#### About Keane

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