# CONSULTING WITH CLIENTS

Technical service professionals often face challenges getting solutions implemented because of non-technical reasons. *Consulting with Clients* (CWC) helps your technical and service people diagnose clients' change-readiness, identify interests and potential allies, and help set your clients up for successful implementation. Helping them succeed from the earliest contact puts you at their side as an ally, reduces resistance to change and objections, and reduces the percentage of initiatives that stall or fail.

Technical service professionals often get great technical training, without time to develop the consulting skills needed to create value for clients. They can answer questions and describe potential solutions, but getting them successfully implemented is elusive. Surprised by resistance, they do not have the skills to consult and advise clients on implementing change. Successfully engaging in challenging external or internal consulting requires a new skill set, with consulting as important as technical proficiency.

### 7-P Model
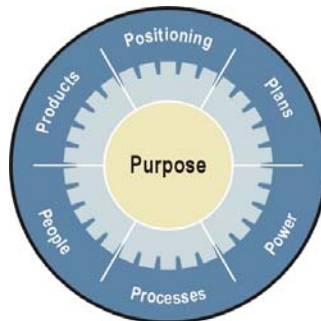


CWC offers models and tools to make sense of complexity and help clients prepare for change. The 7-P Model helps analyze a potential change from seven perspectives to uncover where resistance or misalignment could jeopardize success of the change.

## VALUE PROPOSITION

CWC provides tools to enable the technical service professionals add value by helping the client foresee and deal with potential barriers to the change. CWC means fewer initiatives ending in disappointment for both the technical and service professionals and their clients.

## APPROACH

Learning and using CWC is pragmatic and adaptive. It starts with making sure your management understands and supports the approach, uses real cases for practice and planning, and can follow with application coaching to support early success.
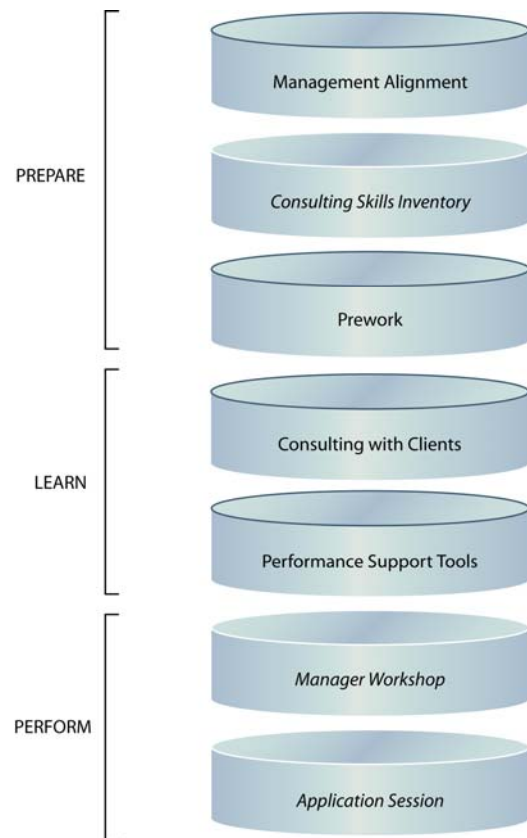


CWC can be taught as a series of short sessions, in half-day, full-day, and multi-day formats.

CWC has three integrated learning modules:

## OUTCOMES BY MODULE

| Module: Key Learnings Are... | Your Technical and Service Professionals Will... |
|---|---|
| *Making Sense of Complexity*<br><br>How to examine several consulting tools, such as the "Seven P" model, the Issues Scope and the Depth Finder. How the models help the technical and service professional examine all areas in a client's business that may be affected by the desired change. The models allow them to raise critical issues and bring value by suggesting solutions to foreseen and unforeseen difficulties. | Be able to identify areas of a client's business affected by an intended change and bring unexpected value in resolving difficulties. |
| *Creating Productive Relationships*<br><br>How to examine personal value and style in a consulting relationship and how it expands the idea to include the "culture" of a whole organization. | Be able to recommend solutions that will "work" within the culture and values of the client organization. |
| *Facilitating Meaningful Change*<br><br>How technical and service professionals learn to make agreements with clients around all the big and small steps needed to make a change occur. | Be able to gain alignment on changes needed to implement a complex solution. |

## ENABLING IMPROVED PERFORMANCE

CWC features planning tools, job aid cards, coaching guides, electronic reinforcement tools, and performance checklists, which ensure that technical and service professionals can hone newly acquired skills and behaviors back on the job. Involving their managers early and training them to coach for improved performance is also fundamental to a successful CWC implementation.

## MEASUREMENT

Organizations that implement CWC have access to measurement and evaluation tools. The planning and coaching tools indicate and demonstrate progress with strategically important engagements.

Technical and service managers and professionals can track the impact of CWC on critical business metrics such as implementation rate, scope, client satisfaction, and other measures.

The optional Application Session provides an early view to the changed behavior and early results, to add an early indicator of impact and areas for increasing implementation effectiveness.

## EVALUATION

In most implementations, Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We have a common interest in making sure that CWC brings the results you seek. We are committed to helping you succeed, and we will work with you to set up measurement systems to help move desired change forward and sustain the momentum of your implementation.

**This offering, *like all others from Wilson Learning*, can be customized to reflect your sales environment and business priorities, and integrated with your business consulting process.**