

Consultant type and personal behavior

## BENEFIT ConsultingProfiler®

**With the web-based analysis tool BENEFIT ConsultingProfiler you are able to assess the typical behavior patterns and attitudes of a consultant as they frequently occur in consulting situations. Thus you quickly gain transparency with regard to the preferred style of a consultant as well as the need for optimization concerning the defined ideal profile.**

- Analysis of the key success factors with regard to the consulting philosophy and -strategy as well as the attitude towards the consulting environment.
- Ascertainment of strengths and potential for improvement of the consultant.
- Assistance during the selection of new consultants as well as basis for development- and promotional measures of employees as well as the assessment of potential executives in consulting.

### PERSONALITY AND BEHAVIOR PATTERNS

Every person has personal behavior patterns which influence his actions and which particularly take effect in consulting – i.e. when dealing with customers. Predispositions that have been formed and influenced throughout the years such as for example by upbringing, affiliation with a social stratum, education, professional experience or learnt techniques and methodologies. Some behavior patterns are part of our basic behavior and are thus difficult to change. Others in turn can be formed or influenced by consciously experiencing situations or by learning.

Due to these often stereotypical behavior patterns, many consulting sessions are doomed to failure from the outset. The consultant unconsciously applies his preferred style in an uncontrolled manner during the consulting session instead of being responsive to the dialog partner and adjusting his behavior. Behaviors and attitudes of a potential customer often seem illogical to the consultant and signals with which the customer shows his interest are either not perceived by the consultant or misinterpreted.

**Establishing SUCCESSFUL customer RELATIONSHIPS with an adapted CONSULTING STYLE**

### CONSULTANT TYPES AND CONSCIOUS BEHAVIOR

Based on these findings we have developed the web-based analysis tool BENEFIT Consulting Profiler. Attitudes and behavioral tendencies with regard to consulting-relevant topics such as consulting motivation, consulting philosophy, consulting priority and consulting focus, customer acquisition and alternative solutions, consensus finding and weighting of facts, consulting value as well as customer support are assessed and analyzed. The consulting employees are sensitized with regard to the individual behavior patterns; also with regard to the dialog partners' behavior patterns. Because for successful consulting it is vitally important that the consultant recognizes the personality structure and the resulting expectations of a prospective customer at an early stage and adjusts his personal behavior accordingly.

### BENEFIT: SITUATIONAL ACTION

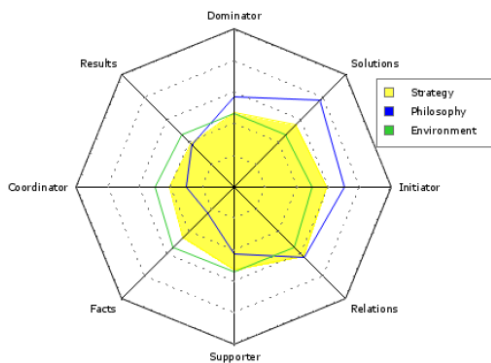
The self- and customer-knowledge helps the consultant to develop individual opportunities concerning a customer approach. An early analysis of the behavior of prospective customers enables the consultant to adjust his own consulting behavior. The consultant develops situational flexibility and adaptability in his behavioral- and consulting style.





### ANALYSIS OF THE THREE SUCCESS FACTORS

The BENEFit ConsultingProfiler differentiates between four predominant consultant types: The solution-oriented consultant focuses on the customer's benefit; the result-oriented consultant primarily pursues the achievement of his objectives; the relationship-oriented consultant provides advice by establishing personal relationships; and the fact-oriented consultant focuses on information brokering. In the context of the identified consulting attitudes, the solution orientation is also to be understood as concept orientation; the fact orientation correspondingly as product-orientation.



### FLEXIBILITY WITH MINIMAL EXPENDITURE OF TIME

The BENEFit ConsultingProfiler is based on the insight that people can be categorized into different behavioral types based on their preferred behavior and their apparent motivation. The predominant consulting behavior is ascertained by means of a questionnaire with multiple-choice answers. The candidate or consultant spontaneously comments on the questions. The intuitive reaction eliminates uncertainty factors such as prior agreements, influence of third parties or the identification of "advantageous" answers. The survey is carried on online via the Internet and merely involves a minimal expenditure of time. It is easy to use and can thus be used without difficulties by users and laymen alike. The analyses are automatically generated within seconds.

### EXCLUSIVITY: SPECIFIC CONSULTANT ANALYSIS

This tool has been specifically developed for the ascertainment of consulting style and -behavior. The integration of other analyses from the environment of the consultant in the consultant profile in terms of a 360° feedback rounds out the picture and serves as an ideal basis for the development of a training plan which is in line with requirements, so that the personal performance and efficiency of a consultant are improved in a result-oriented manner. When used in the recruiting process, the analysis supports the decision-making by means of comparing candidate- and requirement pro-files.

### BENEFit ASSESSMENT TOOLS

The BENEFit ConsultingProfiler is part of the modularly structured BENEFit Assessment Toolset. The web-based analysis tools with their different characteristics and traits serve for the assessment of the personality topology and the behavioral tendencies with regard to leadership, sales and consulting or expert know-how. The BENEFit assessment tools are designed very flexibly and can be obtained as a service in line with needs or for independent usage with an "on-demand" price scheme (without preliminary investments).

### REFERENCE PROFILE: COMPARISON SELF-IMAGE VS. IDEAL PROFILE

A specified reference profile with the required qualifications can be integrated in the consultant's profile assessed by the BENEFit ConsultingProfiler. Any differences thus become immediately apparent.

