

Developing technically oriented specialists into value-creating consultants

BENEFIT ConsultingChamp®

Sales-oriented companies provide their salespeople with support by subject matter experts from specialist departments, especially when it comes to complex goods or services. These experts thus assume an advisory role for which they have usually only received technical training. They often lack the ability to get to the bottom of the salespeople's wishes or the customers' demands for the benefit of all stakeholders and to 'coach' the salesperson as well as the customer in a goal-oriented manner.

The methodology BENEFIT ConsultingChamp® broadens the horizon of the subject matter experts with regard to winning a deal based on the overall requirements, and imparts the knowledge required to control change- and consulting- processes within the scope of a sales project.

The BENEFIT customers enjoy the following advantages:

- Reduction of the typical prejudices of salespeople/consultants towards selling
- Better understanding on the part of the consultant of the needs of the sales department and the customers
- Conscious choice of the required consulting approach or consulting style
- Targeted change of the consulting attitude
- Improved ability to initiate sales-effective changes and to control the sales- and consulting process





FROM ONE-SIDED PRODUCT CONSULTING TO 'VALUE BASED CONSULTING'

Every sales-oriented company needs employees who have in-depth knowledge of technologies, products and services. Ideally, these subject matter experts also understand how the customers can get the most out of the use of these offers. However, practice shows that these subject matter experts find it extremely difficult to change their offer-oriented thinking with technology- and product focus in favor of a holistic needs qualification from a customer perspective.



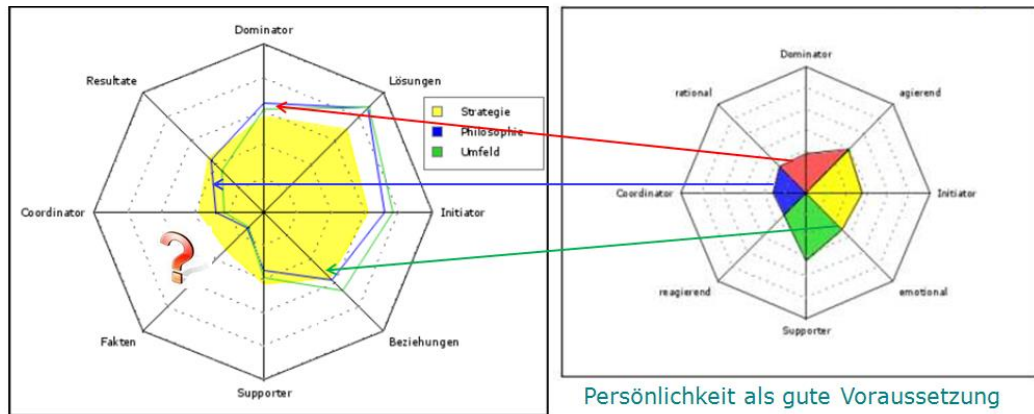
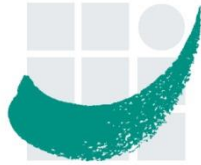
Recruitment and training of the subject matter experts are bottlenecks in the coaching of the salespeople to be supported and the customers requiring consulting with regard to a best possible use of technologies or products.

For companies that want to develop their subject matter experts into prudent consultants with (informal) leadership qualities, BENEFIT has developed a 4-day course. These 4 modules of the BENEFIT ConsultingChamp® are briefly described below.

1 -SELF-KNOWLEDGE: CONSULTING STYLES AND THE NEED FOR CHANGE

Depending on his personality structure and training, a subject matter expert develops his own working- and consulting style in the course of time. Depending on the attitude and requirements of the internal and external customers, this consulting behavior is perceived as being of little help or as very helpful, which leads to a suspense-packed or harmonious cooperation and which narrows or promotes productivity at work. During the 1st seminar day, the participants learn about the 4 standard types of customers as well as the respective typical consulting styles.





The seminar participants will then define the consulting type which is 'ideal' for them and their environment and match it with the personality- and consultant profile which has been ascertained online beforehand. The findings are incorporated into the plan to be created for personal improvements and individual skills development.

2 – CONSULTING METHODOLOGY 'VALUE-BASED CONSULTING'

On the 2nd seminar day the peculiarities of value-based consulting and the potential roles of the consultants are deepened. Of particular importance is the discussion of the attitude often prevalent in consultants that they themselves were not hired for selling!



With the aid of case studies, the seminar participants are sensitized to the right perspective with respect to the customer's

needs and the ideal approach. The aim is to enable the seminar participants to 'coach' their colleagues in sales and their customers in such a way that everyone can get the best possible benefit.

This topic is rounded off by conveying methods and tools for 'benefit-oriented consulting'.

By means of a BENEFIT e-Booklet the seminar participants learn, as part of their homework, the techniques of a result-oriented negotiation for the qualification of customer needs and the initiation of (sales-effective) changes.





3 – TYPE-SPECIFIC COMMUNICATION

In the 3rd part of the course the participants learn that if they want to achieve an optimal effect, they have to specifically adapt and

control their consulting style, also with regard to good communication with the different internal and external customers.



In addition to gaining the necessary knowledge, the seminar participants also learn on the basis of a simple practical example the consciously differentiated addressing of customer-type-relevant priorities as well as finding the right tone without losing sight of one's own conversational goal.

4 – BRINGING ABOUT SALES-EFFECTIVE CHANGES

During the 4th seminar day the participants are again dealing with a practical case; ideally this practical case can be prepared in advance in a company-specific manner.

Upon request, BENEFit will involve external managers as realistic sparring partners. The role plays are analyzed with the active involvement of all involved parties. Any video recordings will be given to the participants for personal detailed analysis.

The goal is to apply and test the material of the 3 preceding modules in a protected seminar environment.

