

Consulting Skills

An intensive one-day professional development workshop on account handling techniques that establish and maintain relationships of trust and confidence with clients or colleagues.

The course is as relevant to PR executives working in-house as it is to those working in a consultancy.

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Delegates are shown techniques that sharpen their consulting skills.

They learn proven methods for reading company politics. They use that insight to establish positive relationships with their clients or company departments.

They see how to be a consultant rather than just an agent.

Delegates learn how to:

- Identify the power structure within which their client contacts operate
- Use professional disciplines to build the confidence of their clients
- Read and understand body language signals sent by their clients
- Function as a valued member of the client's team
- Influence meetings even when they are chaired by others
- Develop a sure touch on when, and by how much, to socialise

COURSE CONTENT

The Client/Consultant Relationship

Understanding what the client wants and what the client needs. Dealing with any differences between the two.

The vital importance of recognising power structures and their practical limitations.

How to read company politics and use these insights to decide how best to place and display loyalty.

Interpersonal Skills

The role of personal friendship in the client/consultant relationship. How to blend socialising and respect for their authority and responsibilities.

Guidelines for decoding body language signals. How to spot whether clients are impressed or not.

When and what to conceal from your clients.

Building Client Confidence

How to handle an account professionally by agreeing clear objectives and providing positive feedback.

Using professionalism to deal with hostile or difficult clients.

How to deal with setbacks and failure without their becoming account threatening.

Account Handling Disciplines

How to document decisions or their absence. Planning for possible future disagreement.

Time management techniques and their role in the client/consultant relationship.

Effective meeting technique, including: objective setting; discussion recording; and spotting hidden agendas.

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Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.



PR Training Provider