



C H A N G E M A T T E R S

CONSULTANCY SKILLS PROGRAMME FOR PRINCIPAL EXTERNAL CONSULTANTS

AIMS:

To provide principal external consultants with the skills necessary to:

- Make initial contact with the Client
- Sell the Services of the Consultancy
- Identify the Needs of the Client
- Write a persuasive proposal
- Manage the project, client and associate consultants throughout the work
- Monitor the results of the project
- Develop future business

PARTICIPANTS:

This programme was run for an Institute of Health who wanted to set up and run a consultancy service to the NHS

CONTENT:

- Proposal Writing
- Networking Skills
- Entry Skills
- Contracting Skills
- Selling Skills
- Negotiating Fees
- Managing the Client System
- Needs Analysis and Problem Identification
- Managing Associate Consultants
- Reviewing Associate Consultants' Performance
- Identifying and Developing Future Business in Existing Clients
- Developing New Business