

# Consultant: Optimize Your Communication

## Develop the right customer relations reflexes

Hands-on course of 3 days - 21h

Ref.: SUL - Price 2024: €1 840 (excl. taxes)

### EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

- Understand your role as a consultant
- Knowing the basic principles of communication
- Understand the other person and qualify their need
- Facilitate a meeting and address an audience
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- Strengthen your leadership, convince and persuade
- Managing delicate situations

### TEACHING METHODS

Group brainstorming and discussions.  
Fun exercises. Filmed, debriefed role-playing and scenarios.

## THE PROGRAMME

last updated: 06/2022

### 1) Understand your role as a consultant

- The keys to customer relations.
- The framework of the contractual relationship, its strengths and limitations.
- The roles of consultant and employee.
- The qualities necessary for the role of consultant.

*Exercise* : Self-assessment on customer relationship management.

### 2) Knowing the basic principles of communication

- Saying isn't communicating.
- Keys to effective communication.
- Taking stock of your own strengths and areas for improvement.

*Exercise* : Games to raise awareness of the basic principles of communication.

### 3) Understanding the customer and qualify their need

- Adopting the customer's vision to understand their needs.
- The art of questioning and active listening.
- The added value of the consultant's posture.

*Role-playing* : Games and practice, filmed and debriefed.

### 4) Convincing and Persuading

- The service proposal.
- The pitch.
- Personalizing your speech.
- Handling objections.
- Influencing techniques.

*Role-playing* : Practicing face-to-face to arouse the interest of another person; exercises to manage obstruction techniques.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@ORSYS.fr](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.

### 5) Increasing your authority

- Different forms of power.
- Legitimizing your role.
- Asserting your leadership.

*Role-playing* : *Role-playing on the basis of charisma and legitimacy of a non-hierarchical authority.*

### 6) Making a presentation to an audience

- Introducing yourself and explaining the purpose of the talk.
- Framing a presentation.
- The use of voice, verbal and non-verbal communication.
- Managing stress.
- Fielding questions.

*Role-playing* : *Filmed practice: Give a presentation before an audience and manage its reactions.*

### 7) Leading a meeting

- The different stages and objectives of the meeting.
- Leading techniques.
- Presenting a project with figures.
- Incorporating various types of participants.

*Role-playing* : *Role-playing: communicating on the progress of a project. Identifying difficulties encountered. Forming concrete solutions.*

### 8) Managing delicate situations

- Conflict mechanisms.
- Managing your emotions.
- Returning to a constructive zone.

*Role-playing* : *Filmed exercise: unblocking a relationship conflict.*

## DATES

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### REMOTE CLASS

2024 : 19 Jun, 23 Sep, 04 Dec