

Opportunities Change.
Be Agile.

Let's Connect for Success!

What Does the Workshop Cover?

- Create consultative interactions, both internally and externally.
- Act as problem solvers rather than product pushers.
- Expand their footprint in the customer environment with products and services.
- Collaborate with and motivate multiple points of contact.
- Appeal to and interact with a broad range of job functions and titles.
- Craft discovery conversations that go beyond technical requirements.
- Deliver compelling and strategic milestone and summary presentations.
- Create a professional/personal virtual brand.
- Prepare and practice consultative presenting.

Workshop Benefits

Learners can immediately apply the techniques in their professional settings, leading to improved performance and outcomes in their roles.

**By the end of the program,
participants will be able to:**

- Create a participative environment with interaction, engagement, and dialogue.
- Increase client involvement in discussions and decision-making processes.
- Enhance trust and build loyalty.
- Provide deeper insights and value to customers, thereby strengthening relationships.
- Adapt quickly to changing business needs and customer expectations.

Understanding how to effectively engage clients is crucial in every post-sales role. Customer Success Managers (CSMs), Technical Account Managers (TAMs), Consultants, and Project Managers (PMs) must evolve from technical specialists to solutions-focused consultants, who can foster dynamic and interactive client interactions. By building a unique set of skills, participants gain new strategies for succeeding as high performers in their roles.

Consultative Essentials for Post-Sales workshop combines discussion, individual work, small team exercises, and practical sessions. This comprehensive course provides the skills needed to deliver exceptional client value and ensure engagement success. By leveraging and practicing new techniques, post-sales teams will enhance their client interactions, boost engagement, and create more impactful and valuable experiences. Best of all, these proven techniques are scalable to the field at large.

Workshop Specifications

- ✓ Up to 18 participants
- ✓ Virtual, hybrid or in-person sessions
- ✓ 2.5 days any format or 5 virtual consecutive half-days
- ✓ 1-on-1 or small team coaching packages available

- Manage particularly challenging customer situations.
- Present effectively in person and virtually.
- Be confident in their abilities, leading to more productive client interactions.
- Expand business opportunities overall

Equipping CSMs, TAMs, Consultants, and PMs with essential post-sales skills not only elevates individual capabilities but also enhances the organization's ability to differentiate itself in the marketplace. It positions your team for long-term success in customer satisfaction and driving business growth.

Why Choose Technically Speaking?

We employ a unique teaching methodology that is both instructive and hands-on. This methodology enables learners to master any topic fully.

We're interactive: Our 100% interactive approach ensures you stay engaged and are excited to participate fully. Studies consistently show that people learn and retain more by “doing” rather than “being told.” Unlike traditional training that relies heavily on slide presentations, our sessions balance lively content delivery with entertaining elements. Participants are encouraged to think critically, ask questions, and participate in meaningful discussions, making learning enjoyable.

We get real: Our focus on active participation means participants engage in discussions, activities, and real-time application of concepts. This approach leads to a deeper understanding and long-term retention of the material.

We recognize that everyone learns differently: A multi-faceted approach accommodates different learning styles, ensuring a well-rounded learning experience. This is especially critical in virtual environments, where maintaining audience attention can be more challenging.

We value learners: Our programs recognize that teams consist of skilled professionals with valuable insights, experiences, and viewpoints. Creating opportunities for participants to share their perspectives fosters a collaborative learning environment where everyone benefits from each other's knowledge. This peer-to-peer learning enhances the overall impact of the training.

Your team will be prepared to handle any communication opportunity confidently by working on real-life scenarios and receiving constructive feedback. Participants leave our sessions with practical skills they can immediately apply in their professional settings, leading to improved performance and outcomes.

We look forward to partnering with you!
Kim & Jim Kennedy - Technically Speaking