

Drive Conversations.
Build Relationships.

Let's Connect for Success!

What Does the Workshop Cover?

- Creating consultative interactions, both internally and externally
- Collaborating with and motivating multiple points of contact
- Appealing to and interacting with a broad range of job functions and titles
- Managing discovery conversations that go beyond technical requirements
- Qualifying and articulating Proof of Concept efforts to demonstrate solutions capabilities
- Acting as a problem solver, rather than a product pusher
- Creating and delivering compelling milestone and summary presentations
- Preparing and practicing for higher-level executive meetings
- Applying in-person, virtual, and hybrid presentation techniques
- Managing particularly challenging customer situations

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:**

- Foster interactive client environments
- Drive client decision-making engagement
- Build lasting customer trust
- Align solutions with customer needs
- Deliver strategic insights
- Adapt to business changes
- Expand sales opportunities

Understanding how to engage clients effectively is crucial in every pre-sales role. Technical experts (including Solution Engineers and Architects) must be solutions-focused consultants who can foster dynamic and interactive client interactions. By building unique skills, participants gain new strategies for succeeding in their roles.

Consultative Essentials for Pre-Sales workshop combines discussion, individual work, small team exercises, and practical sessions. By leveraging and practicing new skills and techniques, pre-sales teams will enhance client meetings, boost engagement, and create more impactful and valuable experiences. 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

- Access higher-level stakeholders Boost consultative confidence

Equipping SEs, Architects, and Consultants with these skills elevates individual capabilities and 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. The skills learned during this invaluable workshop are immediately applicable, enabling participants to implement strategies right after the training.

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