

The Structured Consulting Process

ENGAGE

BUY IN to you

BUY IN to your proposition

BUY IN to your approach



Handshake

Past,
Present,
Future

Commercial Rapport
Building



Why you exist - your purpose
How you operate
What you do
The value you add

Value Proposition



Initial Impact



Agenda & Signposting



ELICIT

Understand
current/future state

Priorities and agreement

Scope and considerations



Wants Vs Needs



Lifeline

Ideals
Difference
Implications

IDI

1.
2.
3.



Logic Vs Emotion

10 ↑ Decision made
5
0 ↓ Not Interested

Buying Line

EXECUTE

Confirm agreement

Present recommendation

Handle questions or challenges

Ideals
Difference
Implications

IDI

Included
Description
Benefits

IDB

A

Acknowledge

P

Probe

A

Answer

C

Confirm

APAC

COACHICAL

