

IT Consulting: SERVE Model & Client Needs

2

MODULES

21

TOPICS

LEARNING OBJECTIVES

- Explain differences between staff augmentation, SME and strategic partner roles
- Describe what internal clients want from a consulting engagement
- Apply rapport-building techniques to set up client relationships
- Identify client types by characteristics, consequences and advice needs
- Apply open, closed and high-yield questions to establish client needs
- Analyse root causes to define problems and desired end states
- Assess stakeholder commitment levels when valuing objections
- Plan reporting and follow-up activities for executing next steps

2 Modules, 21 Topics

01

The Consulting Discipline

TOPICS

- Definition of consulting
- Staff augmentation, subject matter experts, and strategic business partner
- Providing consulting versus technical support
- What your internal clients want

02

The Five-Step SERVE Consulting Model Description

S - SETTING UP A RELATIONSHIP

- Warm-up and rapport
- Understanding communication (face-to-face, phone, email, etc.)
- Understanding your customer/business partners
- Emotional intelligence as a business tool

E - ESTABLISHING NEEDS

- Client types (characteristics, consequences, advice)
- Open, closed and high yield questions
- Strategic question types (uses and tactics)
- **Active listening:** traditional and intuitive models

R - RECOMMENDING SOLUTIONS

- Problem definition statements
- Desired end state statements
- Root cause concepts and techniques
- Customer centric vision

V - VALUING OBJECTIONS

- Moving toward stakeholder agreement
- Levels of stakeholder commitment
- Potential stakeholder challenges

E - EXECUTING - NEXT STEPS

- Reporting during execution
- Staying connected

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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