



We Help Services Organizations
Get Better At What They Do

The Challenge

Consulting and professional services are all about people – people your clients expect to be highly trained and capable in the areas of expertise that are necessary to solve their problems. You spend lots of time, money, and effort training your consultants on products and technology. But do they really know how to effectively engage with a client, build trusted advisor relationships, manage scope, handle issues, and up-sell new opportunities – essential skills every consultant needs?

The Solution

RTM Consulting provides interactive training to enhance the consultative soft skills of your delivery practitioners to complement their product, business, and technical knowledge. To make knowledge transfer more effective, we provide Professional Services-specific training that is:

- ▶ Tried and true, having been delivered to thousands of delivery practitioners
- ▶ Delivered by PS practitioners
- ▶ Interactive and includes case studies that enable participants to practice new skills in real-life situations
- ▶ Available to be delivered in-person, virtually with a live instructor, and on-demand

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Consultative Skills Development Case Study

Philips leverages RTMC's consultative skills development training to transform subject matter experts into consultants.

Who We Are

RTM Consulting provides strategic and operational advisory services to technology companies and other industries to assist them in increasing revenues and growing margins by leveraging consulting, professional and support services more effectively.

Client Situation

Philips is a leading health technology company focused on leveraging advanced technology and deep clinical and consumer insights to deliver integrated solutions that improve people's health and enable better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. With a Professional Services organization staffed with subject-matter experts who possess deep clinical and technical expertise, Philips recognized the need to develop the team's consultative skills in order to more effectively fulfill customer expectations.

The Solution

Philips partnered with RTM Consulting to develop the Expert2Consultant skills development program, leveraging training from RTMC's Professional Services University. The Expert2Consultant program was comprised of Professional Services-specific on-demand learning modules, an instructor-led workshop featuring interactive case studies that allowed participants to practice the skills learned during the training, and a series of continuous learning sessions to reinforce lessons learned and further drive adoption. The curriculum was designed to help Philips:

- ▶ Transform their "product expert" delivery workforce into a PS workforce
- ▶ Accelerate the development and effectiveness of PS delivery practitioners
- ▶ Complement the product, business and technical knowledge of their workforce
- ▶ Improve communications both internally and externally leading to improved client satisfaction
- ▶ Gain insight and learnings into how to handle scope and change management challenges, risks and issues, and upsell company solutions

The Result

Following the completion of the Expert2Consultant skills development program, participants reported being more confident in their ability to:

- ▶ Build effective relationships with clients and colleagues
- ▶ Be an active listener in conversations both internally and with clients
- ▶ Tailor a message to various levels and stakeholders
- ▶ Communicate and manage issues that arise during engagements
- ▶ Navigate situations where a client asks for additional work not in scope
- ▶ Communicate the value they create for clients through their work
- ▶ Identify opportunities to upsell company products and services