

Understanding Client Needs: A Consultative Approach for Project Managers

Objective : It is always difficult to unhidden customer's needs and develop tailor-made solution. In projects, project managers have no extra time and resources to correct mistakes or address additional requests especially toward the end of projects. One-stop User Study is the ideal model of defining needs. "Understanding Client Needs" is a one-day course designed for project managers to strengthen their related knowledge and skills to collect requirements in ever changing customer environment.

The first step is a self management process to reveal consulting role of a project manager and customer's expectations along project life cycle. Project team members will be instilled problem-solving mindset that achieves win-win situation.

The consultative approach can be applied in selling/buying process with external parties or internal customers. The processes can be summarized in "4G":

Getting Esteem

- 1) Present yourself
- 2) Gain credibility

Gathering Needs

- 1) Help customers to articulate their needs
- 2) Use questioning and listening skills to identify the gap between current situation and desired situation
- 3) Confirm issues and summarize information gathered

Going to Show

- 1) Propose a solution benefited to customers
- 2) Solve problem in perspectives of personal and business
- 3) Actionable closing

Going in partnership

- 1) Ensure right solution in place
- 2) Deal with unexpected personnel or issues
- 3) Strengthen the relationship

Format : Lecture (60%); Case study & group discussion (20%);
Simulation exercise (20%)

- Key Topics :**
1. Services Industry Review
 - Service Trend
 - Get ready for changes
 2. Consulting Model for Project Manager
 - Characteristics of Consultant
 - Processes
 - Demonstrate understanding before giving solution
 - Promote project outcomes
 - Transit from project to operation
 3. Develop Solution to Address Customer's Needs
 - Present solution according to customer's style
 - Develop win-win solution with customer
 4. Teaming with Customers
 - Apply to daily activities with consulting approach
 - Ensure customer satisfaction
 5. Case Study

Instructor : **Alex Sin**

Alex Sin is a Senior Consultant, comes with more than 26 years of IT experience with expertise in Consulting, Project Management and Training.

Alex Sin had been Learning and Development Manager in previous 11 years at a leading IT firm, a certified instructor in a number of training including Sales Negotiation, Consulting and Customer Handling Skills. Alex is certified as ITIL/ITSM Manager, well equipped with Methodology to deliver IT Consulting. He is also a facilitator of PDI, MBTI and DISC well-known consulting tools.

Alex enriched his Project Management experience from large scaled projects like Libraries, Electrical and Mechanical Services Department and Companies Registry.

Alex is a certified trainer from Project Management Institute (PMI®) Hong Kong Chapter. Alex delivers Project Management training regularly in Greater China.

Alex was Vice President of Membership and Recruitment at Project Management Institute Hong Kong Chapter during 2003-2008.

Certified PMP® can earn 8 PDU towards maintaining their PMP® credentials.

Contact Hilda Ho (hilda@knowledgecentury.com) for schedule and fee information.

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