

### **British Computer Society The Chartered Institute for IT**

#### HOW TO BE A CONSULTANT

a programme for new and aspiring consultants

# Client Relationships by Kate Spalding

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**Client Relationships** 

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New and Aspiring

Consultants

26/05/2021

#### Client Relationships - Why is this important?

- Consultancy is a people business we sell people to people
- Understanding of the client and their situation is imperative business empathy
- People buy from people they like/respect
- Create long lasting business relationships and increase customer loyalty
- Build your own network and brand



## What can go wrong?

If you just focus on the deliverable or task:

- Decisions are taken over your head scope/direction changed
- Your points can be overlooked
- No sell on
- Lose the business to a competitor







#### **Principles**

- Communication
- Positive attitude
- Know the Individual
- Share knowledge
- Be open with your opinion
- Exceed expectations
- Stay professional
- Make sure everyone plays their part (ISO44001)



### Principles - Trust

- Reliability your client needs to know they can count on you
- Transparency this is important in building a trusting relationship with good communication
- Proactivity think ahead, don't always wait for the client to come to you
- Availability ensure the client can contact you
- **Integrity** be authentic and honest



#### The key steps in a consultancy engagement

**Presales** 

- Identify the decision maker & influencers
- Have a coach
- Understand the business & the environment

During the work

- Develop the stakeholder network : influencers and detractors
- Create good relationship with the Sponsor use their influence and access to resources
- Ensure your recommendations are accepted

After and onwards

- Build relationship with the sponsor or influencers for subsequent or new pieces of work
- Onward business relationships: stay in touch
- General networking

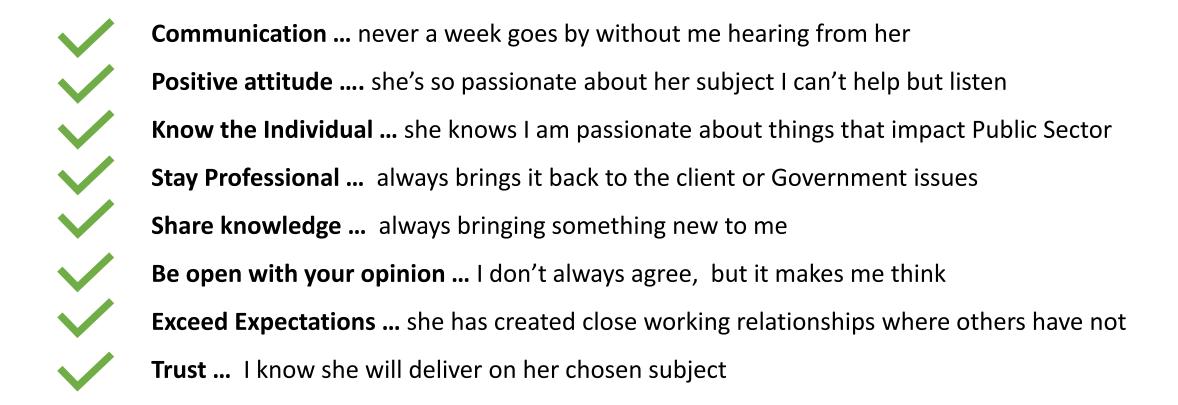


How do you promote good relationships in Lockdown?

**Exercise** 



#### Example – Deborah





#### Clients have a role to play too...

#### Clients should:

- Be clear on the outcome you want.
- Agree on the scope of the project and ensure that both outputs and outcomes are clearly understood.
- Recontract once work has commenced.
- Communicate regularly.
- Successful delivery is a team effort.
- Create the right working environment
- Demonstrate leadership as the sponsor. Capture knowledge periodically.
- Integrate the team to act as one.
- Act as true partners.



....Partnerships work best

### What does a good partnership look like?





- Same goals
- Understanding
- Trust
- Complimentary skills
- Pulling in the same direction
- Shared rewards
- Manage risks together
- Delivering the correct products/ processes



### Questions?

