

# INFLUENTIAL CONSULTING™

*A practical system for becoming the Trusted Advisor clients choose first.*

Available as: In-Person | Live Virtual | Hybrid · 2-Hr Productivity Powerhouse™ · Half-Day · Full-Day · 2-Day Masterclass · Executive Coaching

## THE CHALLENGE

### Why Traditional Selling Falls Short

Standard sales approaches focus on closing, treating symptoms, and running through rigid checklists.

The challenge is not that clients have stopped buying. The challenge is that they have become far more selective about who they trust, are aware that have a multitude of options and simultaneously under tremendous time pressure. This results in prolonged sales cycles, price-driven negotiations, and vendor commoditisation.

*Influential Consulting™ changes this by operationalising how top-tier trusted advisors naturally think and converse, thus shifting the focus from pitching solutions to co-creating value, and answering the unspoken questions in every client's mind.*

Competitive advantage no longer comes from knowing more. It comes from helping clients think better.

## Built for Client-Facing Professionals

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| <b>Client-Facing Professionals &amp; Account Managers</b><br>Moving from order-taker to advisor in every client conversation. | <b>Consultants &amp; Solution Sellers</b><br>Wanting to shorten sales cycles and reduce price-driven negotiation. |
| <b>Client Service &amp; Relationship Leads</b><br>Deepening accounts into long-term strategic partnerships.                   | <b>Teams Facing Commoditisation</b><br>Needing differentiation beyond price in a crowded market.                  |
| <i>Course was well-structured, clearly aimed and well delivered.</i><br><b>Amy Liu   Caterpillar, China</b>                   |                                                                                                                   |

## LEARNING OUTCOMES & VALUE DELIVERED

### What You Will Learn

Insightful, experiential and immediately actionable.

Participants leave with an ironclad, repeatable system for every client conversation, every situation.

|                                                                                                  |                                                                                                                      |
|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| <b>01</b><br>Open conversations by exploring the client's future, not just their stated problem. | <b>02</b><br>Move beyond symptoms to uncover the real issue driving the request.                                     |
| <b>03</b><br>Surface what truly matters to the client before proposing anything.                 | <b>04</b><br>Co-create solutions with the client instead of prescribing them.                                        |
| <b>05</b><br>Turn single engagements into long-term trusted partnerships.                        | <b>06</b><br>Use the T.R.U.S.T.™ Framework as a repeatable and conversation system, adaptable to diverse situations. |

## Impact Across Every Level

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| <b>For the Individual</b> <ul style="list-style-type: none"><li>• Shift out of tactical traps</li><li>• Unlock greater ownership</li><li>• Perform at the next tier</li></ul> | <b>For the Team</b> <ul style="list-style-type: none"><li>• Shared language &amp; coaching blueprint</li><li>• Reduced friction &amp; miscommunication</li><li>• Stronger peer accountability</li></ul> | <b>For the Organisation</b> <ul style="list-style-type: none"><li>• Capability uplift at scale</li><li>• Higher account value</li><li>• Improved client retention</li></ul> |
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## Four Customisable Modules

Each module builds on the last, using Influence Solutions' proprietary T.R.U.S.T.™ Framework as a repeatable system for real client conversations.

*This agenda customises to your organisation's context, industry and time constraints.*

01

### Talk & Reveal — Diagnose Before You Solve

Participants learn to open client conversations by exploring the future outcomes first — Talk about the Future™ — before treating the stated request as fact. Using Reveal the Real Issue™, they practise moving past symptoms to uncover the real business driver behind every ask.

02

### Understand What Matters Most™

Participants build the discipline of surfacing decision criteria, concerns and stakeholder priorities before proposing anything, thereby reducing the risk of solutions that miss what actually matters to the client.

03

### Solve Together™

Moves participants from prescribing to co-creating. Through T.R.U.S.T.™ Peer Coaching Conversation practice, they practice offering options and inviting clients to shape the best-fit path, thus building shared ownership from the outset.

04

### Transform the Relationship™

Participants shift from project-based delivery to long-term trusted partnership, closing with a personal Advisor Momentum™ 45-Day Plan to sustain new behaviours after the room.

FLEXIBLE SCOPING

From Keynote to Masterclass

*This agenda will be customised to meet your organisation's specific needs, context and time constraints.*

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|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>2-Hour Productivity Powerhouse™</b><br>Experiential keynote — ideal for large audiences or capability spotlights. | <b>Half-Day</b><br>Core T.R.U.S.T.™ Framework + team application workshop.                                         |
| <b>Full-Day</b><br>Complete programme with full simulation and action planning.                                      | <b>2-Day Masterclass</b><br>Deep-dive journey across both selling days, plus Executive Coaching for 1:1 embedding. |

OUR METHODOLOGY

Why It Works: Action-Based Learning

Every programme is grounded in our proven Action-Based Learning Methodology — a blend of training and coaching designed to produce lasting, personally relevant and commercially measurable outcomes.

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>30/70 Knowledge-to-Application Ratio</b><br>70% of programme time spent applying concepts via customised case studies, role plays and strategic simulation — not passive theory. | <b>Diagnostic-Led</b><br>Opens with the Advisor Pulse™ — a 15-question T.R.U.S.T. diagnostic generating a Trusted Advisor Index™, Gateway Block™ and Trust Momentum™ for every participant. |
| <i>This journey gave a good view of people expectations, so I can support the change properly.</i><br><b>Gilles Gelle   COO Capital Markets Asia   BNP Paribas</b>                  |                                                                                                                                                                                             |

## Sustaining the Transformation

The best programmes can fail to deliver lasting results when daily pressures take over. We embed sustainability into every engagement through structured, ongoing support.

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| <b>Pre-Work &amp; Reflection</b><br>Structured preparation that primes participants for maximum learning before the workshop begins.                   | <b>Reflection Reminders</b><br>Personalised nudges sent 4–6 weeks after the workshop to reinforce key commitments and reignite momentum. |
| <b>Learning Partner Arrangements</b><br>Peer accountability pairings that inspire participants to support, coach and celebrate one another's progress. | <b>Letters to Self</b><br>A powerful personal commitment tool — each participant writes to their future self, delivered weeks later.     |

**Advisor Momentum™ 45-Day Plan — the closing anchor that carries every commitment beyond the room**

*Exceeded my already high expectations!*  
**Alan McDougall | Head of Medical Affairs, Asia Oceania | Astellas Pharma**

LET'S START THE CONVERSATION

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## We'd love to understand your organisation's context

*...and explore how Influential Consulting™ can be precisely customised to your needs.*

**Book a Scoping Call** →

**Request a Pilot** →

**Get a Proposal** →

*Click any button to open a pre-filled email draft — complete or strike out the options provided.*

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**THE ISPL PROMISE — Structured. Strategic. Solutions-Focused.**  
**Holding You Steady In A Changing World**

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