

Successful consulting – IDAR®

In today's competitive environment the role of a technical consultant (sales engineer) is changing more and more towards a problem solver and solution provider.

This program helps technical consultants to become a more proficient partner in communicating with customers. It enables the consultant to uncover the real causes of difficulties. The consultant picks up potential leads, thereby helping his customer, his sales team and enhancing his own standing.

Advantages of the IDAR® consulting model

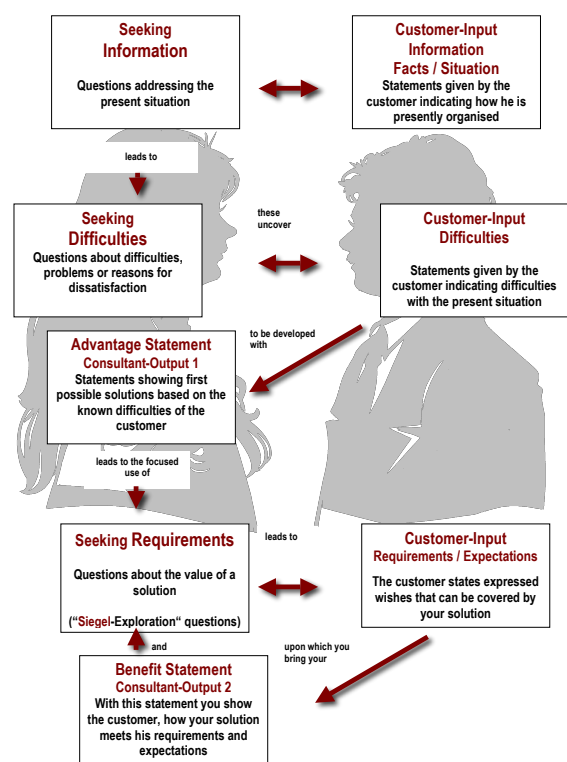
The course represents the successful consulting model in five steps, from the facts to the final solution.

1. Seeking **information / facts**
2. Seeking **difficulties** / mapping **problems**
3. **Advantage statement** / Drawing possible **solutions**
4. Seeking **requirements** and **expectations** / pinning down the **extent of the solution**
5. **Benefit statement** / delivering the solution that responds directly to the customer's **needs** and **requirements**.

What is IDAR®?

IDAR® is a communication strategy based on various research data of successful consulting sessions. Each customer has different needs, even if he might end up requiring the same product. Those needs have to be meticulously uncovered and satisfied. IDAR® is a communication strategy which allows the technical consultant to negotiate more effectively with his customer. IDAR® also allows the technical consultant a professional approach to objection handling and dealing with complaints.

The IDAR® model



The IDAR® (Information, Difficulties, Advantage, Requirements) consulting model enhances and develops new key behaviors which help to recognize and develop the needs of customers more effectively.

US\$1'270.00 Price per person for 2 days incl. one e-estimate® Personality Profile

