

Handout 6 – An Overview of a Possible Consultancy Process to Improve our Value

A Consultancy Approach		Issues to Address through Supplying Food
“Access and Assess”	Access client	<ul style="list-style-type: none"> Best practice portfolio Management/Account Management, including market awareness of the food sectors Gaining entry and trusted advisor status by proving ourselves as good food suppliers Protecting relationships throughout process
	Assess situation	<ul style="list-style-type: none"> Frameworks to assess the customer and how we could help Frameworks to assess their current practices and / or competing suppliers Key skills in making a mark – questioning, listening, non-verbals, great meetings and networking
“Solve and Sell”	Develop solutions	<ul style="list-style-type: none"> Understanding our buyer needs and wants Developing a value proposition that is truly relevant to them
	Sell solution to client	<ul style="list-style-type: none"> Be able to pitch the idea in a succinct manner – from informal presentations to the actual tender document Focus on the clients key wants in an open an honest manner
“Apply and Appraise”	Implement solution	<ul style="list-style-type: none"> Key project management skills to ensure successful supply of goods and services Working in a team to ensure multi-faceted management of buying organisation
	On-going evaluation	<ul style="list-style-type: none"> Decide how to monitor and evaluate your performance as well as provide feedback Consider a cost benefit analysis to demonstrate your “Added Value” Continue your innovation as your competitors try and keep up

