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## Overview

The Consultancy sub-discipline (206) involves the competencies required to provide objective advice and assistance on the strategy, structure and management of IT operations of an organisation, in support of identified business purposes and objectives. It may focus on a specified business topic, such as new business ventures, cost reduction, mergers or product launches. Consultancy is usually contracted between a Consultancy provider and a client.

Working in the Lead Professional role (2066) involves:

- **Promoting the organisation's consultancy services for IT enabled systems (2066.01);**
- Managing strategic relationships during the provision of consultancy services for IT enabled systems (2066.02);
- Reviewing the provision of consultancy services for IT enabled systems (2066.03); and
- Managing the provision of consultancy services for IT enabled systems

**Performance  
criteria**

*You must be able to:*

- P1 develop target markets and prospective customers/clients for consultancy services for IT enabled systems
- P2 interpret market information and data from a wide range of internal and external sources in order to inform strategic and operational engagement with any particular customer/client
- P3 develop and maintain relationship with senior executives and other decision makers within a customer/client organisation
- P4 ensure that the range of services offered by a consultancy provider and its value proposition are understood by prospective and current customers/clients
- P5 design and develop business propositions and proposals for consultancy assignments for IT enabled systems
- P6 present compelling business propositions and proposals for consultancy assignments for IT enabled systems to the most senior sponsors, stakeholders, and decision makers
- P7 gain buy in and sign off to propositions and proposals for consultancy services for IT enabled systems from customers/clients

**Knowledge and understanding**

*You need to know and understand:*

- K1 which individuals are the decision makers for acquisition of consultancy services within any particular customer/client organisation
- K2 what are the current challenges, issues, and drives for any particular customer/client business
- K3 the range of consultancy services that may be most appropriate to market to a customer/client organisation at any point in time
- K4 how to develop the reach and penetration of a consultancy practice with target customer/client organisations
- K5 how to identify and select the range of consultancy services that may be most appropriate to market to a customer/client organisation at any point in time
- K6 how to develop and maintain strategic relationships with existing and prospective customers/clients
- K7 how to develop and present compelling business propositions and proposals for consultancy services for IT enabled systems
- K8 how to negotiate with prospective customers/clients on consultancy
- K9 how to win profitable consultancy assignments with prospective and existing customers/clients
- K10 how to gain sign off to propositions and proposals for consultancy services from customers/clients
- K11 how to develop effective and commercially sustainable contracts to supply consulting services to customer/client organisation
- K12 the importance of ensuring that proposals for consultancy assignments for IT enabled systems are priced correctly, and that these offer value to the client/customer whilst supporting the profitability of the consultancy provider/practice
- K13 the alignment of a consultancy provider's brand and ethos to any

particular customer/client organisation

K14 the most appropriate approaches to use with any particular senior decision maker within a customer/client organisation

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## Promote the organisation's consultancy services for IT enabled systems

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