

Green Consulting Success – Tuesdays in 2021

A Weekly Group Coaching & Mentoring Program



**GREEN
CONSULTING
SUCCESS**

- Learn the 6-Step Consulting Sales Process
- Group Coaching & Mentoring
- Consulting Toolkit & Templates
- Personalized Sales Skills Assessments (Annual Members)
- Green Industry Trends & Insights
- Network with Fellow Green Professionals
- Members-only Rates (50% off) for Select One-on-One Coaching and Workshops

Weekly
Tuesdays from 1:00-2:00pm Eastern
Starts January 19, 2021

Led by Beth Offenbacher, PhD, CPCC, ACC



Waterford, Inc.
People | Planet | Performance

Landing New Business and Growing Your Client Base

Starts Tuesday, January 19, 2021

Are you looking for a **practical approach to business development that works in a virtual selling environment?**

Do you want to pursue **new client business that advances clean energy or sustainability goals** through the unique products or services you provide?

Are you looking **to land new business, deliver client service excellence, and grow your client base in 2021 and beyond?**

Green Consulting Success (GCS) is for sustainability-focused consultants who are goal-oriented and who

want to sharpen their business development and consulting skills.

GCS Coaching & Mentoring sessions, held each Tuesday from 1:00-2:00 pm Eastern via Zoom, focus on the steps, strategies, and practices that support you in landing new business and growing your revenue.

Sessions also emphasize “green” trends and insights that are valuable for identifying possible client needs and future sales opportunities.

Annual GCS members receive two personalized Sales Skills Assessments, each with a 60-minute Assessment Review and Coaching sessions:

- The **DISC Sales Assessment** provides insights on your personality strengths and how to effectively communicate with prospective clients who may be similar, somewhat different, or very different than you.
- The **EQ FIT Sales Assessment** identifies your distinctive emotional intelligence strengths and guides you in developing the personal consulting skills that can foster sales success.

The accompanying Assessment Review and Coaching sessions are one-on-one sessions that focus on the skills that enhance the process of both developing new business and delivering it with success. These skills are a component of Waterford’s five-part **Green Consulting Success Map™**, which provides the foundation for the GSC program.

This program is for you if you’re seeking to

1. Learn and apply science-based **virtual selling tools and strategies** to increase revenue and grow your client base

2. Using the six-step Consulting Sales Process, assess what’s working and what’s not -- and learn **specific strategies that can enhance your “sales batting average”**
3. Ensure you’re focusing on **the right target audience** for your Green product/service
4. Strengthen your Organization’s **Unique Value Proposition and Brand** as a Green product/service provider
5. Further develop your Green Consulting skills using the DISC Sales Assessment and EQ FIT Sales Assessment, which identify and guide you in **enhancing the behaviors and practices that contribute to sales success**
6. Expand your knowledge of **Green trends and the needs that potential client organizations have**
7. Understand the **mindset and expectations of potential clients – including those who are “hard to sell,” and gain tips for working with them effectively**
8. Gain tips and strategies for **enhancing your business development/sales effectiveness**, including virtual selling, sales planning, overcoming sales obstacles, understanding what’s really going on with client resistance, and more
9. **Avoid starting from scratch in business development** by using our Green Consulting Toolkit and Templates, including proposal templates, sales meeting agendas, and prospect list templates
10. **Grow and expand your network** of fellow Green consulting professionals

Our sessions align with four Key Quadrants of the Green Economy below as well as on cross-cutting themes applicable to the green economy.

NATURE

Environmental Science, Natural Resource Management, Energy & Smart Grid

INFRASTRUCTURE

IT/Built Environment, Information Technology, Buildings, Transportation

MANUFACTURING CYCLE

Extracting Raw Materials, Processing Materials, Supply Chain, Manufacturing, Distribution, Waste

CREATING DEMAND FOR GREEN PRODUCTS AND SERVICES

Research, Design, and Consulting Services; Governmental and Regulatory Administration; Environment Protection, Policy

Note: The specialized skills of **Planning**, **Designing**, and **Engineering** overlap many of these quadrants, including:

- Natural Resource Management and Energy & Smart Grid (both part of the Nature quadrant),
- IT/Built Environment, Information Technology, Buildings, and Transportation (all part of the Infrastructure quadrant), and
- Extracting Raw Materials, Processing Materials, Supply Chain, Manufacturing, Distribution, and Waste (all part of the Manufacturing quadrant).

Based in part on the work of Carol McClellan

Schedule of Green Consulting Success Sessions*

January/February 2021

Date	Topic	Green Economy Focal Area
Tuesday, January 19	Essential Marketing Assets for Successful Consulting	Clean Energy, Smart Grid, IT/Green Buildings

Tuesday, January 26	Strategies for Identifying and Honing Client Needs	Renewables, Energy Efficiency, Infrastructure and Energy Policy
Tuesday, February 2	Strategies for Virtual Selling	Cross cutting – All sectors of Green Economy Map
Tuesday, February 9	Branding and Messaging for Green Products/Services	Manufacturing/Supply Chain/Circular Economy
Tuesday, February 16	Establishing Credibility as a Green Consultant	Nature, Natural Resources, Water, Agriculture
Tuesday, February 23	Effectively Addressing Client Resistance	Sustainable Transportation
<i>We will also include time in each session for our “Help Seat”—Bring the questions or challenges you’d like to have addressed</i>		

*Sessions may be subject to change.

Registration

Early Bird Three-Month Membership (closes Monday, Jan 18, 2021): \$149

Prepay for Annual Membership (closes Sunday, January 31, 2021): \$596

Regular Membership: \$796

Sessions are held by Zoom, and all are recorded.

Recordings, tools, & toolkits available to members for the duration of their subscription.

Register at www.waterfordinc.com/green-consulting-success

Program for members includes

- Learn the 6-Step Consulting Sales Process
- Group Coaching & Mentoring
- Consulting Toolkit & Templates
- Personalized Sales Skills Assessments for Each Member (Annual Membership)
- Green Industry Trends & Insights
- Network with Fellow Green Professionals
- Members-only Rates (50% off) for Select One-on-One Coaching and Workshops

Payment plans and invoicing options are available. Please contact Beth Offenbacher at beth@waterfordinc.com or 703.623.4811

The GCS Group Coaching & Mentoring Program is led by Beth Offenbacher, PhD, CPCC, ACC. Beth is the founder and principal at Waterford, Inc., and in this program, she focuses on the steps she’s used to grow her business into a seven-figure organization over the last 20+ years.

Learn more about Beth’s expertise and experience at <https://www.waterfordinc.com/about>.