

.....

# *Know the essentials of marketing and selling consulting services. See how to put them into practice.*

.....

## **Marketing and selling consulting services** **Training course for business consultants** **15-18 May 2017, Jordan**

From writing a winning proposal to managing relationships with clients, learn how to attract more clients. Held in Amman- Jordan on **15-18 May 2017** (four full days), this course gives a complete overview of marketing and selling consulting services.

### *Know how to attract more clients*

This course will help you:

- Know the markets for consultancy services and identify where there are gaps that you could fill
- Understand the segmentation of the consulting market and learn where to position your services to attract the clients you want
- Strengthen your abilities to market to these specific niches, both to individual clients and to firms
- Learn marketing tools and practical sales techniques specific to the consultancy industry
- Master writing a winning proposal
- Develop your understanding of pricing your consulting services appropriately
- Apply practical international best practices in marketing and selling consulting services to your own consulting business.

### *Know your trainers*

**Rami Camel-Toueg** A Certified Management Consultant CMC from the Institute of Management Consultancy IMC in United Kingdom, obtained his B.Sc. of Electrical Engineering, from Ain Shams University in 1989 followed by a Master Degree in Business Administration -MBA, with a double Concentration in Marketing and Finance, from the American University in Cairo in 2000. In 2002, he was certified as a “Master Coach” in Team Learning Lab-TLL, from the Learning Circle Institution (Dr. Peter Senge) in the United States, and again, in 2004, he was certified as a Master Trainer, from Business Edge – IFC-World Bank.

During the last Fifteen years he achieved more than 200 Management Consultancy Assignments, with a duration ranging from one month to one year, In parallel, he is also implementing several “Executives Mentoring & Coaching Assignments” as well as “On the Job mentoring” for Junior Staff working in Egyptian SMEs. Moreover, during those fifteen years he developed and delivered more than 100 Capacity building, and more than 55 ToT

To participate and for additional inquiries please call us on 06 5635030 or 06 5635058.

# Grow Your Consulting Business Training Series

## Participant Application Form

Jordan

Participant name	
Participant job title	

Independent consultant

Employed

**Company/independent consultancy details:**

Full enterprise name:		Registration number	
Address:			
Tel:		Fax:	
E-mail:		Website:	
Name of Director:		Director's official position (if different):	
Gender of Director:		Age of Director	
Year of establishment:		Annual turnover (EUR):	
VAT/TAX ID (if applicable):			

**Education:**

Dates	Institution	Qualification

Dates	Institution	Qualification

Consultancy experience:

Areas of expertise/competence (☑ tick as appropriate):	
<input type="checkbox"/> Strategy <input type="checkbox"/> Marketing <input type="checkbox"/> Organization <input type="checkbox"/> Operations <input type="checkbox"/> Information & Communication Technology	<input type="checkbox"/> Engineering Solutions <input type="checkbox"/> Quality Management <input type="checkbox"/> Resource efficiency <input type="checkbox"/> Environmental Management <input type="checkbox"/> Accounting & Financial Reporting
Years	Main focus

Industry/business sector experience

Industry/business sector	Comments

Professional qualifications

Expectations of the training

What are the three main problems or challenges you face or skills you would like to acquire or improve?

What do you expect to achieve from the course?

Other applicable information

Quotation of fees by advisory service type (in EUR man/day):	
--	--

How did you learn about the course?	
<input type="checkbox"/> Website	<input type="checkbox"/> Consultant
<input type="checkbox"/> Previous client	<input type="checkbox"/> Visibility event
<input type="checkbox"/> EBRD resident office	<input type="checkbox"/> Our team
<input type="checkbox"/> Other (please specify).....	

**Date:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Signed by:** \_\_\_\_\_

Exchange rate used to calculate the EUR values in this form: 1 EUR =
--

Please include the following supporting documents in your application package:

- Company profile
- CV (English version required)

*Disclaimer: If you submit information or data ("Your Submissions") as part of this application, the EBRD will retain a copy of Your Submissions. The EBRD will keep Your Submissions confidential and will not intentionally disclose any of Your Submissions to any third parties unless it is required to do so by any applicable law.*



This project is funded by the European Union

