Unit 5, Consultation Analyzation

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**October 25th, 2023**

**The Selling Process**

This analyzation drafting will refer to the client looking to expand the offerings of a small bookstore. Leaping into the technological world may prove to be as rewarding as it may be challenging.

Target customers can be difficult to select here. There is a wide range of audiences, as each individual book offered may have a completely different set of target audiences than another that is sold at this bookstore. However, I believe it is appropriate to consolidate these individuals into the whole group that would be interested in the offerings of this bookstore in the digital market. Because of this, I believe the technical requirements of online shopping may prove unfortunate for individuals such as the elderly that do not have computers at home to browse the internet, or those with visual impairments that make browsing storefronts difficult. With all this in mind, I believe the target audience would be young to middle aged individuals that would thrive in an online environment, and already have a strong grasp on the capabilities of a digitized storefront.

The product offering would be pretty straightforward in this scenario. As a factor of renting books is the inefficiency of needing to physically be at the store to both pick up and return books, an online storefront may prove beneficial to implement, and allow for an enhanced level of coordination and logistics that cannot be obtained with physical book sales. This could in turn allow a wider audience, as geographical location is no longer a serious limiting factor.

Competition in this sector is unfortunately relatively strict. Larger companies such as Amazon and local libraries both share competition in this space that could make brand recognition difficult. Although there is absolutely space for individual storefronts, a warry eye must be trained to tackle opportunities as they arise.

**Professional Networking**

Professional networking is pivotal to professional success; almost as much as physical skillsets. Knowing the right individuals can give you vital information into the opportunities you may have available to you. Afterall, information is the primary factor to real action. Networking aims to give you that exact information that you need to be successful in your professional life. In the same way concepts like brand recognition works, your name can be used as a vital tool to put yourself out into the professional landscape should you invest time into making acquaintance with the right people or projects. Essentially, this way networking would function as a reputation generator.

There are a number of places and processes I could use in order to bolster my reputation as a technical consultant. First and foremost, I am studying in university for Software Programming, and have taken a number of professional classes surrounding technological idea-sharing and concept derivation such as IT402’s IT Consulting Skills. I also have invested a great deal of time into performant applications beta testing. Currently, I work with the Veo Tech app in Seattle to beta test functionality, and provide real-world feedback to help the application reach its full potential in a rigorous live-service market. I could draw on that experience to compare client relations to live-service environments to provide real world examples of potential ideas in the works, as well as provide valuable experience on mistakes or ideas that may have fell short of the projected mark to help clients not repeated those same mistakes. This could be extremely valuable to use in networking for my client-side portfolio.

**Negotiation Techniques**

As discussed in an article from Harvard Law School, there are a number of excellent negotiation techniques that one may utilize to potentially gain an advantage in the professional landscape. First and foremost, it is imperative to reshape your anxieties. This negotiation may serve as a potential milestone in your career. This is something to be excited about. This excitement can show your associated parties about your passion for your field, and may lead to a more deserving outcome. Secondly, you may anchor the discussion with an agreement. Although this is not always required, it is important to use the first benchmark of your negotiation to set the mood for the proceedings. As they describe it, it is important to make a statement about what you want by outlining ambitious goals first, as you will be working down from there. Next, it is important not to be afraid of slowing the tempo of these talks. Learning when to speak is just as important as learning when not to. Not only can it derail the efficacy of counteroffers, but moments of silence may allow you more time to pick up on the subtleties of the agreement that has been proposed. This could highlight further issues to capitalize on in the next engagements. Just as well, you should never be afraid to call on council for advice. If you are unsure about a particular agreement, or a path forward, there will always be people you can talk to in order to get a better understanding of what exactly this agreement may hold for your future, and how to best follow this up. Finally, do not be afraid of Final Offer Arbitration. This is a practice in which an arbitrator will look over each parties offers, and select one for consideration. This may in turn provide stellar results should one of the negotiating parties be behaving too rashly.

# **Reference**

Shonk, K. (2023, August 7). *5 Good Negotiation Techniques*. Retrieved from Harvard Law School Program on Negotiation: https://www.pon.harvard.edu/daily/negotiation-skills-daily/5-good-negotiation-techniques/

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