

# Client Encounters Using ICON9

Prochaine formation:  
Grenoble  
10-12 avril  
2017

## Training for Customer-Facing Engineers

*This intensive 2.5 day training course provides tools, methods and practice in a format suited to Customer-Facing Engineers.*

*Delivered by a professional field engineer, trainer and coach.*

**Experience** is necessary for learning and growth, but *it's not sufficient*.

To get the most out of their experiences with customers, for example, Customer-Facing Engineers need a way to *structure* their work and to get *support and feedback*.

**Client Encounters Using ICON9™** teaches a practical framework of tools and methods for Customer-Facing Engineers (CFEs), allowing them to better organise and communicate about their professional work. They therefore learn more from their customer experiences, and become more efficient and effective.

The learning environment also catalyses the exchange of viewpoints and ideas between engineers working in different companies. These differences add an extra dimension to the training – participants help each other crystallise experience into new insights (n.b. confidentiality issues are managed appropriately).

**ICONDA's considerable training database** includes many alternative exercises and examples, built up from work with companies all over the world. This ranges from direct customer work to lab-based support, it includes service-based and product-based offerings, it covers software, component and custom-designed solutions and it applies to direct- and distribution-based sales. We can therefore make a bridge from the conceptual to the practical level in a way that less specialised training courses cannot.

To complement this classroom-based training, we also offer:

### Resources:

- *Client Encounters of the Technical Kind*, a 220-page book introducing ICON9 together with a concise account of the issues associated with customer work and some possible solutions.
- *Client Encounters Video Library*, over 5 hours of video lessons, each about 10-minutes long, presenting tools and methods for technical sales and support, including ICON9 of course.

### Coaching:

- **Free-format** coaching to assist engineers and manager-leaders in their commercial work.
- **Checkpoints** : formatted coaching sessions where a CFE can demonstrate and further their progress with the ICON9 system. An invaluable mechanism for ensuring continuous growth.
- **Pit Stops** : formatted coaching sessions where a coach helps a CFE to complete a task from their daily work. It's therefore (1) a service to the CFE and (2) a way to reinforce ICON9 skills.
- **Commentary Box** : a formatted group-coaching session where CFEs review theory and practice of the *application* of ICON9 tools. The coach facilitates a discussion to reinforce key concepts.

**Quality** and continual improvement is assured through pre- and post-tests as well as structured feedback.

**References** from Europe, USA, AsiaPac and Japan on request. Training available in **English** and **French**.

To find out more: [contact@icondasolutions.com](mailto:contact@icondasolutions.com)

Iconda Solutions is registered as a training provider in France under the number 82380461738.

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