

7 Key Actions for Building a Successful Consulting Practice

Part 1: Building A Foundation

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Key to Consulting Success

Know who and what you are looking for

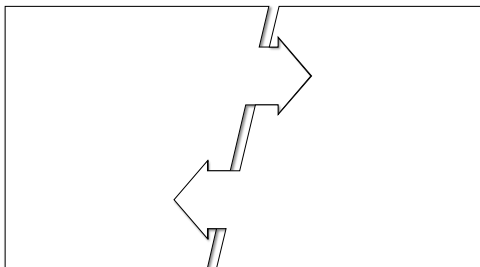
My Business Plan

Tell what you do to attract clients and referrals

Get More Clients & Increase Cash Flow

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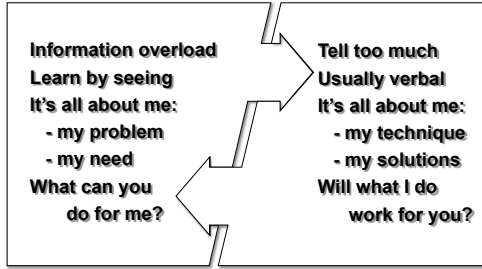
What Your Prospect is Thinking



How You Present Yourself

3

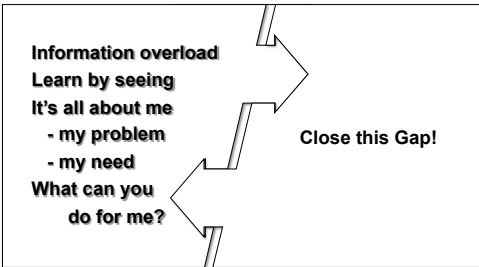
What Your Prospect is Thinking



How You Present Yourself

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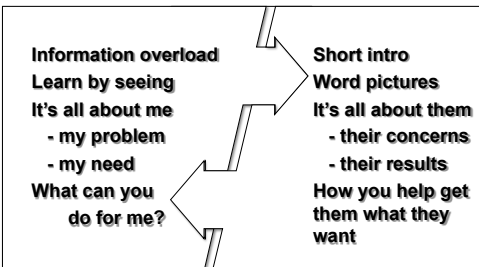
What Your Prospect is Thinking



How You Present Yourself

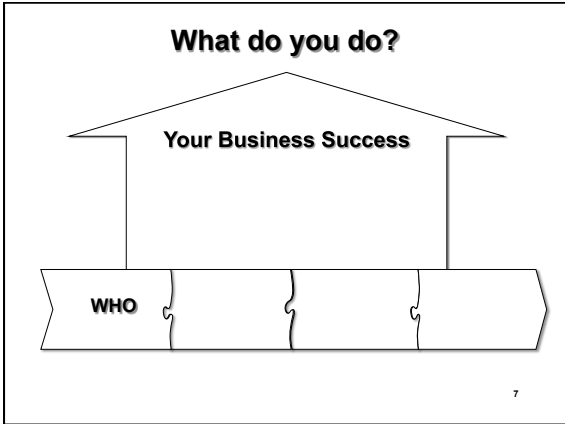
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What Your Prospect is Thinking



How You Present Yourself

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Ideal Client

Key #1:
Not **WHAT** you do but **WHO** they are

<u>Think behavior/personality</u>	<u>Job or Role</u>
Startup or Considering Goal oriented for more Positive, enthusiastic Open minded, fun	Independent Consultants Solopreneur Prof Service Provider Self-employed

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#1 Ideal Client:
Who is a client prospect?

- Goal oriented sales managers
- Open minded decision makers
- Big picture thinking leaders
- Energetic high level managers
- Driven leader who likes information

Not what they do . . .
But who they are

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Ideal Client

Key #2: What they NEED or WANT



From THEIR viewpoint:

How to get known	More clients
How to sell	More Money
How to price services	Better cash flow
Attitude – sell/charge	Income sources

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#2 Ideal Client: What do they want or need?

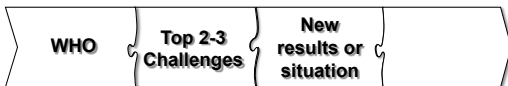
- Get buy-in by employees
- Able to delegate day to day duties
- A place to share concerns and get ideas
- Implement something they purchased

Skill/expertise you bring. . .
from a client's viewpoint

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Ideal Client

Key #3: What They Want – in Their Words



To have more people know about me
Able to charge what I'm are worth
Find, sell and close more business
More money in the bank

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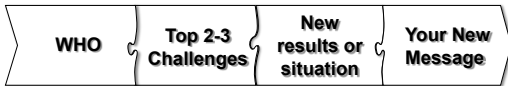
**#3 Know the mind of your client. . .
and what's important to them**

- Money spent on X was justified
- Sales results improved to X
- Employee turnover reduced to X
- Employees know their role and do it well

Positive results or
new situation client will have

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**Putting it all Together –
“What do I do?”**



Better Qualified Prospects
More Referrals

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**#4 Have a Written
Business Plan**

- | | |
|-------------------|--|
| Vision | What are you building |
| Mission | Why do you exist? |
| Objectives | What results will you measure? |
| Strategies | How will you achieve vision & mission? |
| Plans | What do you have to do? |

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VISION
What are you building?



Consulting is a Business

- Entrepreneurial perspective
- Personal perspective

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VISION
What are you building?
(it's all about you now)



Within the next _____ years,

(ex: position, grow, perfect, achieve)

_____ (your practice name)

into a _____
geographical scope (local, regional, national, international)

(type of practice, ex: IT, Human Resource, Compensation)

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VISION
What are you building?
(it's all about you now)



**If you will it, it will
become a legend!**

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MISSION: Why do you exist?



What do clients want from you?

How do your clients state their problems or challenges

Can you say it in 8 words or less?

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MISSION: Why do you exist?



What do clients want from you?

How do your clients state their problems or challenges

Can you say it in 8 words or less?

Showing consultants how get more clients and bank more money.

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MISSION: Exercise

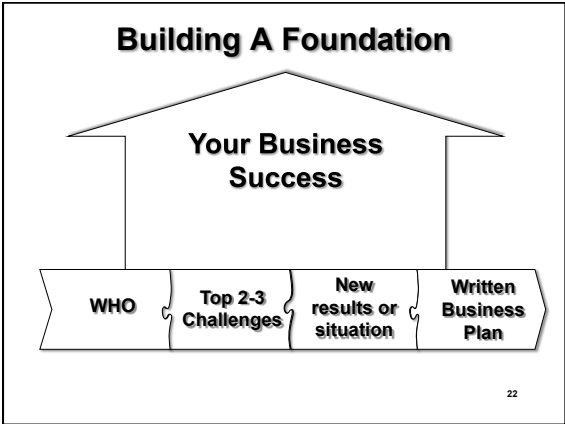
The Question:




Why do you exist from your client's perspective?


Condense to 8 words or less!

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Questions?

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