

7 Key Actions for Building a Successful Consulting Practice

Part 2: Rain Making & How to Get Business

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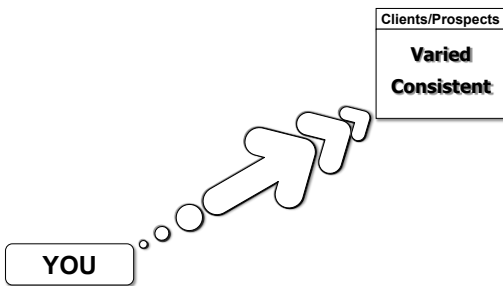


Rain Making

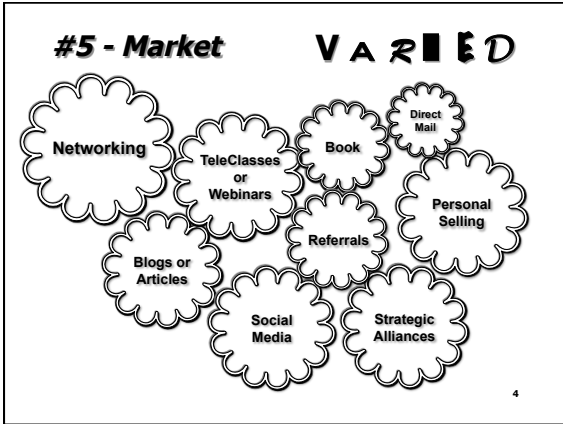


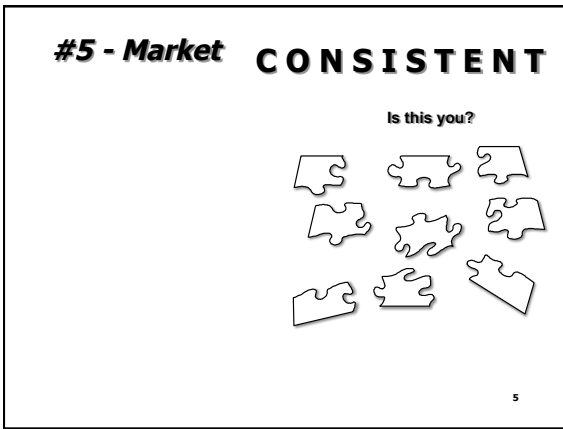
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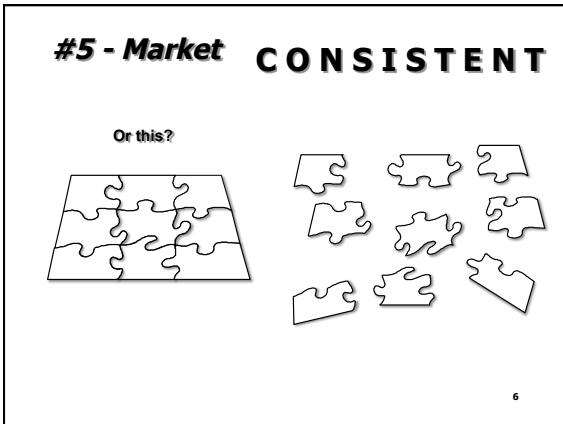
#5 Market – Market – Market



3







#5 Market – Market – Market



Target Networking

7

#5 Market – Market – Market



Call to Action

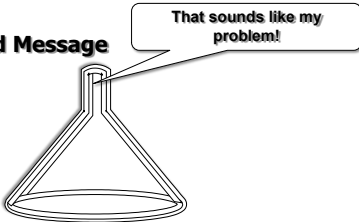
Sampling



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#6 Selling Skills

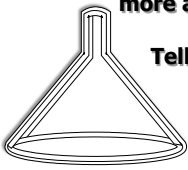
Focused Message



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#6 Selling Skills

Focused Message – Keep asking to learn more about the prospect . . .

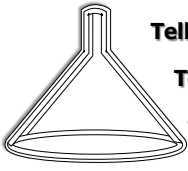


Tell me more...

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#6 Selling Skills

Focused Message



Tell me more...

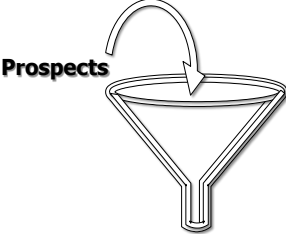
Tell me more...

Tell me more...

New Business

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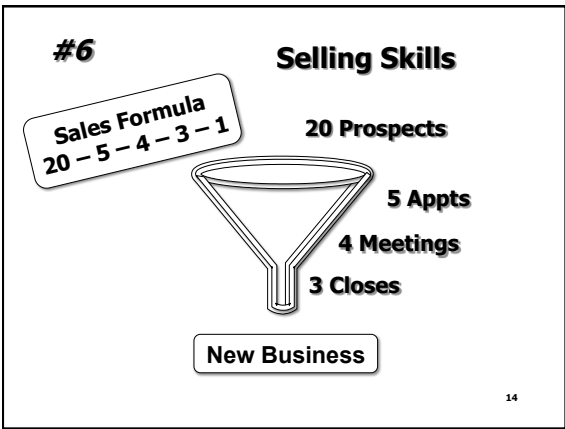
#6 Selling Skills

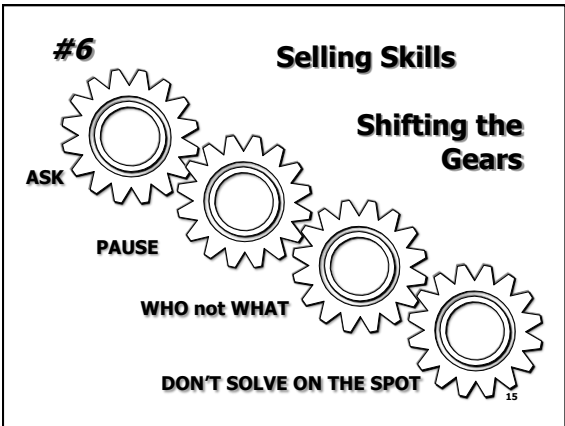


Prospects

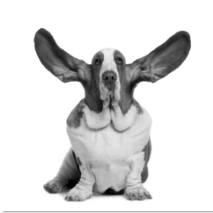
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#6 **Selling Skills**



Listen with intent to understand

16

#6 **Selling Skills**

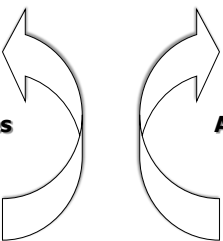


Not to respond

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#7 **Selling Attitude - Pricing**

Firm but Flexible



Quoting Fees **Add 20%**

Value Based

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#7 **Selling Attitude**
Make Every Day a Sales Day



Begin day with thoughts of selling


#7 **Selling Attitude**
Make Every Day a Sales Day

Touch Clients/Prospects Daily



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#7 **Selling Attitude**
Make Every Day a Sales Day



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Personal Plan of Action

- **Fine-tune your message**
- **Develop your business plan**
- **Organize your Marketing Plan**
- **Selling Skills you need to develop**
- **Selling Attitudes that are hindering your success**

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Questions?

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