

Secure More Business With Fewer Clients

Model

Cover total expenses with three - four clients

Visit each client monthly for 1-2 days to avoid marketing inertia

Charge 20-30% up front to protect against cancellation crises

Who are my clients?

Privately held

Entrepreneurial

Higher-end P/S in a commoditized market

Preferred: multiple departments/divisions working in concert

What are they buying?

Systems

(Processes for negotiation, sales, hiring, selection, compensation, training, management, leadership organized into sequential formats for learning, replication, consistency, measurement, control)

Direction - Guidance (at multiple levels - an essential part of my puzzle)

VP Sales & Marketing (P/T, temporary, disposable)

Differentiation - Superior Service & Communication (in line with their position)

Profit - Market share - Speed - Accuracy - Medicine for their fears

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How are my services provided?

Confidentiality agreement

Blueprint (Assessment - Action Plan - Laundry List) documented and recorded

Methodology - In print - Recorded (work for hire)

Two-day visits monthly - Phone/Office time monthly

Initial training and integration

Train and coach the managers

Appraise results weekly & monthly (YTD) - Reinforcement, reminders, etc by email

Regular access - Phone meetings

Constant contact with and homework for the check signer and key enforcer

Eventual role change from consultant to executive coach

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How do I find clients?

Developed from my speaking engagements

Referrals (Work for hire simulation!)

Dealer Meetings

Public & Sponsored Seminars & Webinars

Articles

Product sales

Downsides

Long days

Multiple personnel changes

Never in the budget

Upsides

Consistent work & revenue

Two nights in one city

Lots of contract renewals

Great relationships

Always ahead financially

Laboratory for research & new material

Documented results that are easy to prove

Incredible referrals (Caution!!!)