

How to be a Successful Consultant

For prospective, new, or recently established consultants, contractors and freelancers

Day 2 is also relevant to established consultants who want to increase their marketing capacity.

Australian context: focus on -

1. Creating client interest in your services
2. Securing engagements
3. Being confident in pricing
4. Avoiding the pitfalls
5. Structures & compliance
6. Building a viable consultancy
7. The next steps - clarity

Public Workshops 2010:

- June 1, 2 & 3: Sydney

- October 25, 26 & 27: Brisbane

- November 3, 4 & 5: Melbourne

Additional day 3 – Consulting Skills – email us for a brochure

Workshop Fees:

\$440 per participant per day OR

\$820 for 2 days

\$1,150 for 3 days

Early bird

- \$775 for two workshops

- \$990 for all three days

Workshop Leader is Ian Benjamin – author of Consulting Contracting & Freelancing – be your own boss – Allen & Unwin, 2007

Book on-line or by fax on forms at:

www.consultanttraining.com.au

or T: 1800 266 266 or 0419 593 167

Read on – one more page for Day 2 >>>

for Independent & Employee Consultants & Contractors

Day 1- Successful Consulting

1. Orientation and clarification

- Knowing what the business is: clarifying what we offer and what clients want
- Distinction between consulting, contracting and service provision – appropriateness and insights into how you are perceived
- The consulting process – 6 essential steps
- The service provider pitfall, the expert pitfall
- Client needs, client / consultant fears

2. Marketing yourself – key marketing steps

- How the P's of marketing relate to consulting
- You are selling the invisible: how do you convince the client?

3. How to run the business so that it makes money – strategy

- Business planning: so that your contribution is viable and valued
- Checklist for running your consultancy – so that you are doing the right things
- The one page business plan
- The Chief Pitfall in consulting – and 20 others!
- Advantages and disadvantages of portraying yourself as a specialist

4. Fee setting and financial aspects

- Finance: set up costs and operational budgets
- Finance: costing, fee setting
- Fees paid to consultants and contractors in Australia
- Negotiating fees - how to raise fees for existing clients

5. Proposals and client agreements

- Preparation > taking the brief
- Format: sample proposals and letter of engagement
- Elements of your contract
- Documentation: inclusions, exclusions, contingencies

6. Business structures and the home office

- We spend the last hour on the following issues and the workshop manual contains extensive material on these points.
- Advantages and disadvantages of trading as a company, partnership or sole proprietor. Comments on Trusts.
- Key tax, insurance and liability aspects
- Naming your business – various options - your title?
- Qualities of the successful consultant

How to be a Successful Consultant

Day 2 is also relevant to practising consultants who want to boost their marketing activity

To register on-line or fax > www.consultanttraining.com.au

click the links for on-line booking, or hard copy booking forms on the LHS of the page

More information and booking details for consultant workshops @ www.consultanttraining.com.au or contact the facilitator Ian Benjamin **0419 593 167** ian@ianbenjamin.com.au

Previous participants now in their own consulting firms include:

www.regionaldevelopment.com.au
www.noeticsolutions.com.au
www.oecy.com.au
www.palin.com.au

- and some hundreds of defence service personnel over 15 years
- and more than a hundred BHP employees in career transition
- and more than a thousand others setting up their own businesses in Australia and New Zealand

Contact Ian Benjamin 0419 593 167 or by email to discuss whether this course will meet your specific needs.

- Create your own business network
- Find consulting opportunities
- Learn the process of winning assignments – convert opportunities into leads and engagements
- Add more value to the client than simply being a subject expert
- Find your work more fulfilling by moving above the contractor role

Day 2 - Marketing your Consultancy - Taking the steps to get clients

7. How to get clients: marketing your business

- Nature of services: intangibles, 3rd party endorsement, need for assurance
- Client ladder; relationship marketing & management
- Acquiring quality tangibles – setting up for success
- What 'products' can do for your business
- Start-up marketing strategies
- Continuing strategies to suit you and your business

8. Your Market

- Your offer, your services
- Identifying your target market
- Key aspects of your offering – what you can do for clients
- Your differentiation

9. Making your Marketing kit

- Creating the passive support tools you will use to sustain the continuing interest of clients
- Check lists for, and important aspects including costs and how to utilise a web site and web based marketing.
- Paper tools – checklists for business cards, profiles, flyers, vignettes
- Relative effectiveness of marketing tools
- Your own minimum marketing kit
- Writing a letter to support a proposal or introduce your services

10. Marketing – Actively actually doing it!

- Building your profile
- How to get in front of people – speaking or writing or both

11. How to turn an opportunity into an engagement!

- The business development and winning processes
- Researching the need
- Preparation and customising the offer
- Approaching the client
- Conducting the client meeting
- Gaining agreement

12. Your own Key Client Program

- Composition and Action Steps / Schedule – where to from here – your next steps