

Newsletter # 20 – marketing and delivering your services

Winning new business creates happiness. Called 'rainmaking', it is one of the best ways to build our profiles. In short, we need to be seen, be heard, and to be read. Yes, all three. How to do this? Read on.

1. Being seen and heard

Profile is what people know of you, and for most of us, the best medium to build that awareness is you, speaking to quality audiences.

1. Industry associations and professional bodies need a continuous supply of new and interesting presenters with innovative and / or practical ideas to attract and inform their members. Anyone running an organisation needs NEW speakers to do their own job properly. How do you get on their agendas?

Step 1: Update your profile document or capability statement so that you are ready to respond to any interested party.

Step 2: Select a target, look at their web-site, work out who to approach, and prepare a list of potentially appropriate topics. This target will have exposure to a market in which you can provide value to the participants.

Step 3: Contact the appropriate person in the organisation. Ask what they have coming up: conferences, meetings, PD sessions. Ask what the themes of the events are and ask what they are looking for. Be ready to make an offer to present what they want - PROVIDING it is in your area of expertise. (I should not have to write that, but there are varying levels of 'entering behaviour' in the market!).

Step 4: Be ready to send some documents to establish your credibility including a synopsis of your talk. Ideally, arrange a meeting where you can take the matter further.

2. If your organisation is of significant size, it will be easy to organise an in-house seminar. Smaller firms can also do this by hiring a room in a consistently badged hotel. Invite your clients, advocates and significant prospects.

3. Inviting your own guests to these events will enhance your impact and build profile.

4. TV is a 'seen and heard' medium, however I am focusing here on what realistic goals for most of us. Very few consultants are on TV.

These activities will involve preparation. Making phone calls and sending emails to arrange these activities does not qualify as a "live participation" KPI.

At the event, have hand outs with your contact details, and a general offer to encourage people to subsequently get in touch with you.

2. Being seen

Participants in my networking sessions are advised to participate in one live networking activity a week. These could include:

1. Lunch or coffee with an advocate, client or significant prospect.

2. Attendance at a professional association event - your own or your clients' associations where you make a point of talking with 3 or 4 people, so that you might establish one connections that is worth following up upon.

3. Inviting an advocate, client or prospect into your firm to tell you about their business - perhaps over a sandwich lunch.

4. Inviting a guest to a seminar, briefing or training program on a matter of mutual interest.

5. Chairing sessions at the events in 1 above is more effective for profile building than sitting in the audience. You should be able to manage this at your own organisation.

All these events will involve some preparation on your part. Making phone calls and sending emails to arrange these activities does not qualify as a "live participation" KPI.

3. Being heard

Radio and TV and provide opportunities for you to be heard. It is easier in non-metropolitan areas to make the first two. It is also good for you to practice in these areas.

Your own DVD, CD ROMs and audio tapes provide for the opportunity for you to be re-heard! Radio National is usually good for a month thanks to their web site.

4. Be read

The talks create documents for reading. You can:

- Send copies to your key clients, advocates and significant prospects
- Send summaries to these people
- Offer them to industry journals and newsletters
- Post them on your web site
- Create your own newsletter or sets of articles.

This is OK, but does not have the impact of 'live exposure'. Live contact adds the dimension of service delivery that many professionals under-invest in - the affective domain. Seeing you live gives clients better insights into how you will behave as an adviser.

5. Watch out for!

- (a) Delivering ordinary presentations - train up!
- (b) Giving too much information without being paid for its value.
- (c) Training your competitors.
- (d) Not being party to the message making and materials that promote your talk. You must see what the audience has been told about you and what you will say!
- (e) Adjusted speaking times. Be ready to drop 10% to 50% of your content if you are a speaker at a forum with a crowded agenda, or late in the day.
- (f) Poor organisation at the event - your materials may not be available.

Getting personal

I've reverted to form - back to the 3 pages of A4 newsletter. A tad long perhaps. While the dot point one page newsletter does get a message across, it fails to provide any of the personal aspect so important in service delivery. A word about the consultant club. It resumes in July. I have been focusing on my own consultancy business - on the 20 part of the 80/20 rule. Well worth it. Been building profile as well - about one public presentation a month.

Best wishes and good consulting! - Ian Benjamin www.ianbenjamin.com.au

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