

How to Get Business Using Solutions Focus

Be Even More Useful to the Client.
A Catalyst for the Changes they Want to Make.



Agenda

- Background
- Marketing Yourself
 - Consultant or Manager
- Closing the Sale



Background (Alan Kay)

- 30 Years Serving Advertisers
 - Making them look good
- Consulting:
 - Strategic planning
 - Organizational alignment
 - Branded Customer Experience Implementation
 - Client / Agency Relationship
 - Study – PBR Client / Supplier Alignment



Marketing Yourself the SF Way

- Clients 'Open to Buy' only 3 percent of time
- Build Your Market Presence - be Present in Their Mind When 'Open to Buy'
- Referral vs. Recommendation
- Current / Past Clients - Best Source of business



Closing The 'Sale' the SF Way

- Your Buyers
 - at Risk' when they buy services.
 - Need to Speed Up Trust-Building
- Speeding Up Trust-Building
 - Take away uncertainty – risk reduction
 - Find a Client Champion
- Clients May Not Know the Real Problem Until Near the End of the Project
- Client & Supplier Can Never Fully Align



Closing The Sale the SF Way

- Use SF to Speed Up Trust-building
- Ask: *Their* Business Goals / ‘What’s Keeping Them Awake at Night?’
- Begin the Change Right Away
 - ‘What’s Working?’
- Use Their Existing Systems:
 - When a Previous Project Went Well...
 - A Good Experience with Consultants



Closing The Sale the SF Way

- Develop the Proposal With the Client
 - ‘What’s working?’ (that we don’t have to change)
 - ‘How can this project be useful to you?’
 - ‘How can this project be useful to your manager, colleagues, customers, etc.?’
 - ‘What will it be like once the project is a success?’ (For you, the team, the clients, etc). ‘How will that be useful to them?’
- ‘Who Else Should We Interview?’



Closing The Sale the SF Way

- Interview As Many People as Possible
 - ‘What are your goals?’
 - ‘What’s keeping you awake at night?’
 - ‘What’s working?’ (that we don’t have to change)
 - ‘How can this project be useful to you?’
 - ‘How can this project be useful to your manager, colleagues, customers, etc.?’
 - ‘Suppose the project is a success...’



Closing The Sale the SF Way

- Proposals – yes
- Competitive Bids – only if you owe the client a favour
- Pricing – As Late as Possible, After the Interviews!!



Follow-Through

- Pitch it as part of the project
- Client will have noticed the difference, but not articulated the details
- Ask for some *stories*:
 - ‘What’s different?’
 - ‘How was that useful – to you, the team, the customer, etc’
 - ‘Based on what you learned, what’s next? What small steps? Etc?’
- Merchandise outcomes to management



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