

# 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



Alan Kay  
(001) 416 – 418 3588  
Or email: [akay@glasgrp.com](mailto:akay@glasgrp.com)  
[www.glasgrp.com](http://www.glasgrp.com)

