



## Newsletter of the Society for the Advancement of Consulting® - August 2018

*Founded by Million Dollar Consulting guru Alan Weiss, the Society for the Advancement of Consulting is the premier association for independent consulting professionals who subscribe to an industry code of ethics and provide significant consulting results among their clients.*

---

### Time to Go Above and Beyond

**Where do you go from here with your consulting practice? What best practices should you be adopting to grow your business in 2019? How can SAC help you become a more effective, more productive consultant?**

Those are the questions we asked ourselves as we put together the agenda for the 15<sup>th</sup> annual SAC Annual Meeting in New York in October. This year's theme is **Above & Beyond: Taking Your Consulting Practice to the Next Level**, and we're excited about the team of presenters we've gathered to speak to you on this important topic. See the details below.

If you haven't [registered](#) yet, please do so ASAP. If you'll need a hotel room, [reserve](#) one as soon as possible at the Royalton Park Hotel—first come, first served on discounted hotel rooms. Not a SAC member? Join us for a modest fee. Members of partner organizations are welcome to register at a discount. [Learn more](#).

We've been busy this summer! Welcome to **Clifton Warren**, who joins us from Melbourne, Australia as our newest [ambassador](#), covering the Pacific Rim. **Watermark**, the Bay Area-based organization for exceptional women, also joins us as a SAC [partner](#).

We're also excited to confirm that in addition to the regional event in the **San Francisco Bay Area** next March 27<sup>th</sup>, Alan Weiss will be joining us for a similar event in the **Boston Area** on May 29, 2019. Look for more information soon.

Looking to learn how to thrive in a social media-centric world? [Join us](#) on August 21<sup>st</sup> for **Lisa Larter's webinar**.

Finally, if you're planning to be in the Southeastern US in September, be sure to make it to the **Regional Dinner Meeting** on September 17 in Cary, NC. [More information](#).

We look forward to continuing to grow SAC with you. We're always open to hearing from you with comments and suggestions for how to improve the SAC experience.

The latest Weiss Advice is below. Enjoy!

Lisa and Linda

---

### SAC Annual Meeting

## Register Now!

Join the top minds in consulting for the SAC Annual Meeting in New York City, October 3-4, 2018 at the Royalton Park Hotel in Manhattan.



SAC Annual Meeting | October 3-4, 2018 | NYC

SAC Founder consulting guru

Alan Weiss will introduce new intellectual property, answer questions and lead “hot seat” role-plays. Alan is joined by a top-notch group of presenters, including Lisa Bing, Mitchell Davis, Jeffrey Hayzlett, Dan Janal, Mark Levy, SAC Executive Directors Lisa Anderson and Linda Popky—and more.

Attendance at the conference is included for regular SAC members. Members of SAC partners can attend at a reduced price.

Not a SAC member? [Join us](#) now. Not ready to join? You can still attend the conference. [Learn more](#).

---

## Profiles in Consulting

Is your profile posted on our site? If not, why not? If you don’t remember your password, go to the Member Login and ask for a password reset. Any questions? [Contact us](#).

---

## Be Seen!

Are your published books listed on the SAC Books in Print [page](#) in the Resources section? [Add yours](#) here.

---

## Follow Us On Twitter - We're Following You!

Our twitter handle is @consultingassn. Our goal is to follow all of our active members and to retweet your posts when appropriate. If we’re not yet following you, it’s because we don’t have your Twitter handle. Send us a DM and we’ll add you to our list. [Follow us](#).

---

## SAC August Release: Outstanding Customer Experience Can Be a Key Differentiator for Successful Businesses

CLAREMONT, CA—Organizations that offer outstanding customer experience are often those that are more innovative, profitable, and higher performing, according to The Society for the Advancement of Consulting® (SAC). [Read more](#).

---

## September 15th Deadline for Next SAC News Release

Have you been quoted in a recent SAC press release? Why not? Here’s the information for our next release, Join us!

**Topic:** *Are your clients thinking about pricing strategically or do they not see it as important in the marketplace? What trends do you see occurring? And what recommendations do you have to best navigate those trends?*

Please send input of less than 150 words formatted into 2-3 paragraphs in the same format as the

prior releases no later than September 15<sup>th</sup> to Lisa Anderson, [landerson@lma-consultinggroup.com](mailto:landerson@lma-consultinggroup.com). Please remember to check your grammar and provide your name with attribution!

---

## Calling All European Members!

Hamish Mackenzie, our European ambassador, would love to hear from you. He's planning a series of Euro-focus programs and would like to include you in the planning and updates. [Contact Hamish](#) for more information.

---

### Weiss Advice:

## ALAN'S TEN STEP PROGRAM TO MORE POWERFUL PERSUASION



### **Build your vocabulary daily**

- Write down and look up words you don't know
- Strive for "mid-high" level speech

### **Create and practice metaphors, analogies, and examples**

- Use repeatedly until natural
- Keep examples contemporary through reading

### **Understand the other person's behavioral comfort zone**

- Flexibly change your own behavioral set
- Use emotion, not logic, to spur to action

### **Listen 80% of the time**

- Employ effective listening techniques
- Allow silences and don't seek to fill them

### **Visualize and anticipate**

- Consider the conversational options in advance
- Create an articulate response to every likely objection

### **Focus on output, not input**

- Transfer your mental set to result and outcome
- Distinguish between them with the other party

### **Avoid defensiveness**

- Use judo and momentum to reverse direction
- Ask "why"

### **Provide options, not a *fait accompli***

- Move the discussion from "if" to "how"
- Engage the other in the diagnosis

### **Move through a series of small "yeses"**

- Know your business model
- Gain conceptual agreement methodically

### **Always concentrate on value, never price, cost, or fee**

- Never voluntarily discuss fees
- Defray questions about fee in the other's best interests

---

## Upcoming SAC Events

**August 21, 2018**

**Lisa Larter: Supersize Your Business With Social Media**

SAC Best Practices Webinar Series; 10 am PDT/ 1pm EDT. No charge for members. [More info.](#)

**September 17, 2018**

**Dinner gathering at the Umstead Hotel in Cary, NC**

SAC Regional Meeting in North Carolina; 6:30 pm EDT. No charge for members. [More info.](#)

**September 18, 2018**

**Patricia Fripp: Under The Magnifying Glass: Secrets of Good to Great Presentations**

SAC Best Practices Webinar Series; 10 am PT/ 1pm ET. No charge for members. [More info.](#)

**Oct 3-4, 2018**

**Annual Meeting in NYC.** - Two full days of high-value presentations at the Royalton Hotel Park Avenue. No charge for members. [Register now.](#) [Book your room.](#)

**March 27, 2019**

**SAC One-Day Regional Event in San Francisco Bay Area with Alan Weiss**

More information to come soon.

**May 29, 2019**

**SAC One-Day Regional Event in Boston, MA Area with Alan Weiss**

More information to come soon.

*Mark your calendar!*

*Webinars and the Annual Meeting are included in your SAC membership. [Join or renew](#) your membership now.*

---

## Society for the Advancement of Consulting

2058 N Mills Ave, #532, Claremont, CA 91711

[consultingsociety.com](http://consultingsociety.com) - 909-630-3943 - [info@consultingsociety.com](mailto:info@consultingsociety.com)

