



Newsletter of the Society for the Advancement of Consulting® - August 2019

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.

Things are Heating Up!

The weather seems to be hotter than Blazes throughout the Northern Hemisphere this summer. While you're doing your best to stay cool (and hydrated!), check into what's hot with SAC. We're cooking up a whole slew of hot offerings for you!

Innovate to Accelerate

We're excited to share more of the details for our upcoming Annual Meeting, November 5-6 in New York City.

The focus of this year's conference will be **Innovate to Accelerate: What to do differently to elevate your business in 2020**

We'll have a full day with Alan Weiss, as well as sessions with such speakers as Dorie Clark, Libby Wagner, a panel looking at how to expand your coaching practice, and a session on what trends and innovations we should be expecting in the coming year. Plus we'll have the presentation of our inaugural Advancing Consulting Awards.

You do not want to miss this! Space is limited. First come, first serve. [Register for the event now.](#)

This year we've instituted a small fee to offset expenses, which allows us to bring the event to a new location: [The Hotel 50 Bowery](#). There are still a few rooms left in our specially priced room block. See below for making room reservations.

Are you keeping it legal? Confused by the myriad of rules, regulations that consultants face? Not sure if you should have an S-Corp, a C-Corp, an LLC, or a sole proprietorship? The next session in our PRACTICUM series on August 5th features attorney Brian Reider addressing these and other important legal topics for consultants. [More information.](#)

Not sure if it's time to pivot? Then you'll want to hear our next webinar speaker, Christie Lindor, on August 20th. Christie will share her own experiences in growing a consulting business while reinventing herself. [More information.](#)

Participate with our Partners. As a SAC member, you are entitled to attend events from our partner organizations, including IMC, the Society for Professional Consultants, and Women in Consulting, at a discounted rate. Check out the [calendar](#) for events near you.

As always, feel free to contact us with your thoughts, comments, and suggestions.

Lisa and Linda

SAC Expands North and South!

SAC is now in Canada! Thanks to Stephen Wise (profiled below) for hosting our first Canadian Meetup in Toronto in July. Judging by the photo here, it looks like attendees all enjoyed this initial session. Plans are in place for a full day event in the spring. Look for more details soon!



Head Down Under in April. Next spring, SAC Australia will be hosting a workshop in Sydney in conjunction with Alan Weiss's Million Dollar Consulting Convention there. SAC members who attend the convention will get a special discount from Alan. Look for more information about these events coming soon!

Meet Our Members: Stephen Wise

In the spotlight this month is SAC member Stephen Wise.

Stephen is the President of Integration Professionals, a firm based in Toronto, Canada that helps clients dramatically improve traction on complex initiatives. For over twenty-five years, top international organizations have requested his help to implement their strategy. Stephen delivers value via advisory and consulting work, mergers & acquisitions coordination, and overall project leadership.



Stephen answered three quick questions for us:

What is the one thing that most differentiates you from others in your field?

I started out in the corporate world in marketing and strategy before making a right turn into project management. I quickly recognized that a firm that invests in project management is really making an investment in competitive advantage: they launch products faster, engage their teams more effectively, increase agility at the enterprise level, etc. When I was introduced to Alan Weiss, I took a new right turn. Alan showed me that even if the work I do is transformational, if I am not talking to the President/CEO then my value will dissipate.

What is something you've learned about business that you would have liked your younger self to know?

Just like there is often a gap between what clients want and what they need, there is also often a gap between how you think you provide value and where you actually do. To grow your business, the clearer you are on the high value work you do, the easier it will be to attract that sort of business.

What do you find most valuable about SAC?

I love working my craft for the benefit of clients. I also appreciate the finer things that life can allow us to enjoy. By surrounding myself with other successful solo practitioners on similar pathways, I learn by following the tracks of the best and I also can give back to others what I have learned from the community. I know of no other professional association or institution that will help me to leverage my love of my craft and love of the finer things in such a powerful way.

Want to Be Featured?

Complete your profile on the SAC website! Set up your profile now! If you don't remember your password, go to the Member Login and ask for a password reset. Any questions? [Contact us.](#)

[Sign Up Now for the Annual Meeting](#)

November 5-6 in New York City.

[The Hotel 50 Bowery](#) in Manhattan is now owned by Hyatt. This boutique hotel is fun and modern and a great setting at the intersection of Canal Street and the Bowery. We have a small block of rooms reserved at an outstanding rate for New York City. [Reserve your room now.](#)



This Month's Featured Benefit: First Republic Bank

Tired of getting the runaround from big banks? Looking for a banking partner that gives attention to small businesses and consultants? Want to work with a banking team that knows you by name and works to meet your specific needs? We're excited to announce a new offer for SAC members from First Republic, one of the nation's highest ranked private banks.

Not near a First Republic branch? Not a problem. First Republic will work with you to set up your banking needs remotely. Tired of paying ATM fees for out of network usage? First Republic will also rebate ATM fees from other banks' ATM networks.

[More information.](#)



Follow Us On Twitter - We're Following You!

Our twitter handle is @consultingasn. 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 Press Release: Businesses Continue to Thrive in a Time of Volatility

CLAREMONT, CA— Despite ongoing volatility in the marketplace and political climate, successful businesses continue to discover opportunities to thrive and expand, according to The Society for the Advancement of Consulting® (SAC). [Read more.](#)

September 10th 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 ethics gaining in relevance and/or importance in business? Where should business leaders incorporate ethics and what would you recommend as best practices? Or should they not be a consideration?*

Use this [link](#) to submit your input of less than 150 words formatted into 2-3 paragraphs in the same format as the prior releases **no later than September 10th**. Please remember to check your grammar and provide your name with attribution!

BREAKING THE SELF-FULFILLING PROPHECY OF SALES RESISTANCE



This article might seem obvious to you. But I can guarantee that, if you heed its message, you will decrease the patterned and periodic resistance you encounter in certain areas. How's that for an inducement to read on?

Many people come to me with a common problem: The prospect consistently demands a price reduction, or the prospect regularly demands an hourly rate, or the buyer is insistent about obtaining a specific number of days guaranteed on site. The logical notion of those encountering these and similar consistent arguments of resistance is that, if I can provide an answer to the objection, then it can be applied across-the-board.

I can provide the answer, but it's often a painful one. I've found that in virtually all cases where you encounter identical resistance among disparate buyers that *the cause is somewhere in your own behavior and language*. You wouldn't be facing uniform resistance on identical points among diverse prospects if you, yourself, weren't doing something to engender and even encourage it.

I know that's an almost indigestible proposition, but bear with me.

When I role-play these situations with my coaching clients, it's inevitable we wind up on the "switch" that sends the train down the wrong track. For example, I found one person who consistently faced the problem of buyers who wanted a "deal" to be saying early in the relationship, "We'll work with you flexibly in every facet of the relationship, and we feel we can provide better numbers than the competition." That's pretty much an invitation to say later, "The competition will do this for 30% less than you will. Can you give us a better deal?" You want to outstrip the competition on value delivered and ROI, not on low fees!

A woman who found that the buyer rarely followed through on agreements to set up a next date was also consistently committing two errors: She was not providing any value whatsoever during the initial meeting (focusing solely on the background of her methodology) and she was not confirming a next date and time while facing the buyer during the first meeting. A small firm which found itself constantly delegated to the human resource department and low-level people who could not purchase major assistance was using solely human resource people for testimonials in its literature and the principals constantly used "HR" in their initial language with the prospect. Small wonder they were delegated to the place that was clearly in their hearts and minds.

The most egregious example of creating your own constant resistance was a woman—and this story is absolutely true, as are all my stories—who, when asked about fees for her workshop, replied consistently, "The normal workshop I've described is \$7,500, but we have less expensive alternatives if that's a problem." Have you ever observed an automobile sales person, or someone selling high-end clothing, say to a customer, "This is our best selection, but before we even talk about it, let me show you something cheaper"? You probably haven't because they wouldn't last very long.

Grit your teeth and commit to that most punishing of self-development tools, introspection. Ask yourself if your resistance does take on a somewhat consistent and patterned form. If so, is there *anything* at all you can be doing differently to reduce the likelihood that you are actually the creator? I've seen people begin speeches by saying, "I'm not very good at this," which quickly convinced the audience of that fact despite the quality of what followed. First impressions create ongoing perceptions which inform a person's reality.

Modestly and humility play small roles in the sales and marketing process. Arrogance and hubris are to be equally disdained. But in achieving a healthy confidence in your prospecting and initial conversations, don't let the little guy on your shoulder whispering in your ear that you're not good enough or that your fee is too high cause you to plant the seeds of your own demise. Flick him off your shoulder and focus on the tremendous value you bring to the client.

There is absolutely no need to apologize or compromise before you begin.

Upcoming SAC Events

August 5

Partner Event: **SPC Dinner Meeting**

5:30 p.m. to 8:30 p.m. at the Hilton Garden Inn in Waltham, MA

August 6

D. Brian Reider—Keeping IT Legal - What Consultants Need to Know

SAC PRACTICUM Webinar Series; 11 am PT/ 2pm ET. No charge for members.

[More info.](#)

August 8

SAC PAC Rim Group meetup - Melbourne Australia

"Best Practices for Growth" - 10am to 3pm at Il Gambero on the Park, Carlton.

\$25 each, includes lunch. [More info.](#)

August 9

Partner Event: **SPC Lunchtime Meetup.**

1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA

August 12

Partner Event: **WIC Networking Luncheon: South Bay Satellite**

11:30am to 1pm at Le Quy Restaurant in Campbell, CA. [More Info.](#)

August 15

SAC Chicago Area Meetup

5pm in downtown Chicago.

Contact [Praveen](#) for more information.

August 20

Christie Lindor: The Perfect Pivot: How to Reach New Heights by Rethinking Your Business

SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members.

[More info.](#)

September 9

Partner Event: **WIC Networking Luncheon: South Bay Satellite**

11:30am to 1pm at Le Quy Restaurant in Campbell, CA. [More Info.](#)

September 10

Partner Event: **WIC Networking Luncheon: Peninsula Satellite**

12pm to 1:30pm at Divino's Restaurant in Belmont, CA. [More Info.](#)

September 13

Partner Event: **SPC Lunchtime Meetup.**

1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA

September 14

Linda Popky: Create the Write Stuff

Business Accelerator Lab; 10 am - 1 pm PT.

\$29 SAC members, \$39 SAC partners; \$49 general public.

[More info.](#)

September 16

Partner Event: **SPC Dinner Meetup.**

5:30 p.m. to 8:30 p.m. at the Hilton Garden Inn, Waltham, MA

September 17

Jeff Hayzlett

SAC Best Practices Webinar; 11 am - 1 pm PT. No charge for members.

[More info.](#)

October 7

SAC Orlando Area Meetup

Contact [Art](#) for more information.

October 8

John Tulac: Going Global: What You Need to Know to Be Successful in Today's Business Environment

SAC Best Practices Webinar; 11 am - 1 pm PT. No charge for members.

[More info.](#)

November 5 and 6

SAC Annual Meeting in New York City

[More info.](#)

Mark your calendar!

Webinars are included in your SAC membership. [Join or renew](#) your membership now.

Society for the Advancement of Consulting

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