



Newsletter of the Society for the Advancement of Consulting® - December 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.

Setting Our Sights on 2020

Hard to believe we're here at the end of another year! Where did the time go?

It's been a productive year for SAC. We've added ambassadors around the world, run events on three continents, and offered 16 different webinars (which you can access through the member archives). The new format for the annual meeting was a big hit! Look for a similar program next year. We launched the Corrie Shanahan Memorial Award for Advancing Consulting through the efforts of a dedicated award committee and recognized two well-deserving SAC members. [More info.](#)

We're planning more outstanding programs for 2020, but we need your help. Please let us know what we can do to make SAC more valuable for you as a member. We see some of you regularly, but would like to engage ALL of our members on a regular basis. If there's something you think is missing from SAC, [let us know](#) so we can address this.

You'll see a modest price increase in SAC fees for 2020, but we have a special offer that will save you money and allow you to support a good cause, too. See below.

Our regional events continue! We have workshops coming up in Miami, FL and Australia in the spring. See details below. Check out the [calendar](#) for events near you.

Unfortunately, we've all dealt with really difficult people in business settings. **In this month's webinar** on December 10th, SAC member **Leslie Austin** tells us how to survive working with a narcissist. [More info.](#) Then mark your calendars for next month's webinar. The inimitable Patricia Fripp will be back on January 9, 2020 talking about how we can make superstar sales presentations. [More info.](#)

Wishing all of you a happy and joyous holiday season—here's to a fantastic 2020!

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

Lisa and Linda

Our Holiday Gift to You...and Others

In order to continue providing a high quality of programs for SAC members, there will be a modest increase in fees for membership and the annual meeting for 2020.

2020 Rates:

- Membership Renewal: \$375 for 12 months
- International Membership: \$325 for 12 months
- Annual Meeting fee: \$325

However, as our holiday gift to you, we will honor the current pricing for anyone who chooses to renew between now and December 31st. Login to the SAC website to add 12 months to your existing expiration date. Go to My Account, click on My Subscription and Renew Now.



You can also lock in this year's pricing for the 2020 annual meeting by registering by December 31st. The full breakfast we added to this year's meeting was a big hit—so look for that next year as well.

In the spirit of the season, we will also make a charitable donation for every SAC membership renewal we receive in December 2019.

After you submit your renewal, you will be asked to choose from one of three charities for this donation:

- American Red Cross
- Cancer Research Institute
- JDRF (Diabetes research)

So help others while helping yourself and take care of your SAC membership renewal now.

Questions? Email us at info@consultingsociety.com.

NEW INTERACTIVE WEBINAR: Create the Write Stuff - Dec 4th

One more space in this session; an additional session will be scheduled if there is enough interest.

Want to learn how to write a press release, a blog post, or an op-ed that gets read and gets you known? Would you like to be able to create multiple types of content based on the same concept, quickly and easily? In this SAC Learning Accelerator Lab, Linda Popky will take us step-by-step from idea to writing a strategic press release, blog post or an op-ed that will get read by our target markets.



We've listened to your feedback and changed this from an in-person event to a webinar format, so remote members can participate as well.

This is an interactive workshop and will be limited to no more than 10 participants. You'll leave with a finished piece, guidelines for creating additional pieces, and a plan for what to do next to get your work published.

SAC members can attend at a low fee. We welcome partner members and others as well. [More information.](#)

Are You Getting Everything You Can From Your SAC Membership?

Why not utilize SAC to increase your visibility and success? Take advantage of one of the following opportunities. We have a new social media campaign and will be including in our promotions:

- [Submit an article](#) for the [SAC blog](#)
- [Submit a quote](#) for our bi-monthly [press release](#). Our next release will be in February—see below.
- Join our [local, regional and global meetings](#). Check out [photos](#) and other news from our

recent events.

- [Submit your book](#) to “[SAC in Print](#)”
- If you could be an editor, consider taking on the role for [SAC Press](#). This will provide great exposure for contributing members.

Please add/update your social media handles in your profile so that we can follow and tag you.

Beyond Value Based Fees: Closing Bigger Options - Feb 18 in Miami, FL

Would you like to know how to get clients to choose larger options? Come join us on February 18, 2020 in Miami to hear Alan Weiss share best practices for closing not just option 3, but options 4, 5, and 6, too. And that’s not all. Additional presentations include:

- How to Generate Recurring Revenue as a Trusted Advisor to SMEs - Phil Symchych
- Transitioning from Projects to Advisory - Amanda Setili
- How to Write a Proposal That’s Accepted Every Time - Linda Henman



Innovate to Accelerate

SAC Region Meeting
February 18, 2020
Miami

Space is limited. [Sign up now](#) to get the early bird pricing and take advantage of this opportunity.

Know someone who’d like to attend the conference and join SAC, too? To get the special membership/meeting rate, go to <http://bit.ly/2HkB5Uw>, complete the membership application, enter the promo code **MIAMIBUNDLE** and you'll receive the coupon code for the special low bundled rate.



Special Offer on Next Year's Million Dollar Consulting Convention in Sydney

Still on the fence about attending the MDCC next April in Sydney? Consider this. Alan Weiss has graciously agreed to offer a 25% discount on the fees for this conference for SAC members. [More information](#). Note "SAC" in the remarks section of the order form, and SAC members in good standing will receive a 25% discount off published prices.

While you’re putting your plans in place, mark your calendar to attend the SAC Australia workshop, to be held in Sydney the same week.

Meet Our Members: Gwen Bridge

This month we’re profiling Gwen Bridge. [Contact Gwen.](#)

A member of the Saddle Lake Cree Nation in Alberta, Canada, Gwen works to develop and improve organization structures and strategies within indigenous groups to better position them to maximize opportunities with partners and governments. She also works with corporate and government clients in developing productive and respectful

relationships with indigenous peoples. Her work improves the relationships between indigenous peoples and their corporate and government partners, leading towards mutual economic and societal improvement.



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

As an indigenous woman, I deeply understand the objectives of my work to empower indigenous peoples and their partners. My Master of Science degree provides me the grounding in western science that enables productive conversations, which can draw upon both science and indigenous ways of knowing. My work is about creating parity between the laws of colonial governments and the original laws of the land.

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

When I started my business a decade ago, I knew nothing about business development. I think that I would have told my younger self to learn and apply much more business development and marketing. I have always been good at speaking my mind. However, I would remind my younger self when talking to buyers, to remember that the buyer is my equal. It's my ideas which establish that equality, so speak them more freely, don't get nervous, and seek them out more often.

What do you find most valuable about SAC?

SAC has provided so much encouragement and support in my business development, both practically and mindset-wise. The webinars are really great and interesting. The wonderful engaged membership is really what we as solo consultants need to provide motivation and support for growing our businesses.

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.](#)

This Month's Featured Benefit: Disability Insurance

We don't like to talk about this or even think about it very much. Yet one in four workers will experience a disability and the loss of income during their working life. During a disability, regular expenses, such as mortgage, rent, food, health insurance, etc. continue. For a small percentage of your salary, disability insurance can protect the asset you rely on most—your income.

Coronado Financial Group offers up to a 20% discount on long term disability insurance to SAC members.

[More information.](#)

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.](#)

Mark the Date: Next Year's Annual Meeting: October 20 and 21, 2020 in New York City

Note: The dates for next year's Annual Meeting have moved to October 20th and 21st in New York City to accommodate Alan Weiss' schedule.

[Early Bird registration](#) is available now!

January 11th 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: *What advice do you have for businesses looking to enter a new or emerging market?*

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 January 11th**. Please remember to check your grammar and provide your name with attribution!

Weiss Advice:

CONSULTING TIPS FROM THE MILLION DOLLAR CONSULTANT[®]



A great many people ask me how to make the transition from an hourly or per diem fee arrangement to a project/value-based basis. There is no easy way, once you've educated the buyer about the wrong way to do business with you. But there is a technique I've recommended that mentorees are telling me has worked well for them.

Submit your proposal to the long-time client in the traditional manner, citing whatever your billing practice has been (i.e., \$3,500 per seminar, \$2,500 per day, \$250 per person trained, etc.). Then suggest an option to your client. Explain that, in view of your excellent relationship, you'd like to provide an alternative whereby the client does not have to make an investment decision every time your assistance is considered. Therefore, you're suggesting a monthly (or quarterly or semi-annual or yearly) retainer, which provides unlimited access to you for that period, irrespective of number of days, number of hours, number of participants, etc.

Make it an attractive option. If the client would reasonably be considering using you for a minimum of two days a month for at least a quarter at a per diem rate of \$3,500, for example, then make the retainer \$30,000 for the quarter. At a slight increase of the original expenditure (\$21,000) the client can use as much of your talent as necessary.

Before you press the panic (or the e-mail) button and tell me that you can't control use of your time this way, let me advise you of a few conditions to guarantee success with this arrangement:

1. *Detail in the proposal that the time required for the quarter is on request but subject to mutually-agreed-upon dates. That allows you to continue to schedule your time proactively.*
2. *Stipulate that the retainer is monthly but payable for 90 days at a time at the beginning of the quarter (the minimum period). This allows you to collect your money and use it, and prevents the engagement from being cancelled. Allow an option for the client to continue the arrangement through the next quarter if it is requested by the beginning of the final month in the current quarter. (In other words, you want to create seamless continuation, not renegotiation with the danger of a month or so falling "into the crack.")*
3. *Finally—and listen to me on this one—stop worrying. No client I've ever worked with abuses such as system, just as no executive is overwhelmed with visitors when he or she announces an "open door policy." Your clients will use discretion. (In most cases, I actually have to remind them about their access because they're not using me enough, which also adds value to our relationship.)*

It helps, of course, to use fees high enough that the margins are so great that it doesn't matter at

all if a client sees three days or twelve, wants 25 participants trained or 95, calls you twice a month or once a day. Don't be timid. You can always revert to your old, commodity, fee structure. But you'll never create wealth that way. If the buyer says, "Why are you offering an alternative fee basis? We've worked on a comfortable basis for quite a while now," respond, "I felt I wasn't taking your best interests into mind sufficiently. There should never be a meter running in our relationship, and I don't want you to make an investment decision every time I can be of help. Conversely, I don't want to force one on you when I see areas which require further study."

Make sure your objectives are crystal-clear for the project. That way your time won't be abused by "scope creep," meaning that you're asked to contribute to everything from marketing to window washing as long as you're on retainer. Clear objectives provide a template that you can use to demonstrate that a request is inside or outside the current project scope.

© Alan Weiss 2019

Note: Check out how you can gain full access to virtually all my intellectual property on my [Growth Access platform](#).

Stay in touch with Alan Weiss's events [here](#).

Upcoming SAC Events

December 3

Partner Event: **WIC (Women in Consulting): Networking to Make More "Business Friends"**

11:00 a.m. to 1:30 p.m. at Maggiano's Santana Row, San Jose, CA.

[More info and to register](#): SAC member code: SAC2019.

December 4 - It's an interactive webinar limited to 10 participants. 3 slots remain!

Linda Popky: Create the Write Stuff

SAC Learning Accelerator Lab; 10 am - 1 pm PT. Assorted fees.

[More info](#).

December 9

Partner Event: **SPC Dinner Meeting (Society of Professional Consultants)**

Patrick O'Malley: Social Media Tips for Consultants and Environmental Professionals

5:30 p.m. to 8:30 p.m. at Hilton Garden Inn, Waltham, MA. [More info](#).

December 9

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

11:30 a.m. to 1:00 p.m. at Le Quy, Campbell, CA. Annual Holiday Party and Gift Exchange

[More info and to register](#): SAC member code: SAC2019.

December 10

Leslie Austin: THE NARCISSIST SURVIVAL GUIDE: Working with and Managing Difficult People

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

[More info](#).

December 10

Partner Event: **WIC: Peninsula Satellite**

At Divino's, Belmont, CA. A Look at the Best Practices in Consulting Report with Ellen Grace Henson,

WIC President. [More info and to register](#): SAC member code: SAC2019.

December 11

Jennifer Vessels: Successful Strategies for Acquiring Clients

SAC Pac Rim Best Practices Webinar; 11am AEDT/4pm Pacific. No charge for members.

[More info](#).

December 13

Partner Event: **SPC Lunch Meetup**

1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA. [More info](#).

December 17 - rescheduled

SAC Pac Rim Meetup!

Contact Pac Rim SAC Ambassador [Clifton Warren](#) for more info.
[Register now.](#)

December 17

Partner Event: **WIC Webinar: Impact of New Law AB5 for Consultants**

1:00 p.m. to 2:00 p.m. [More info and to register:](#) SAC member code: SAC2019.

January 9, 2020

Patricia Fripp: Superstar Sales Presentations

SAC Best Practices Webinar; 12noon PT. No charge for members.

[More info.](#)

January 10, 2020

Partner Event: **SPC Lunch Meetup**

1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA. [More info.](#)

February 10, 2020

Partner Event: **SPC Dinner Meeting**

5:30 p.m. to 8:30 p.m. Location and topic TBA. [More info.](#)

February 12, 2020

Tom Verghese: How to Be More Culturally Agile

SAC Best Practices Webinar; **2pm PST**. No charge for members.

[More info.](#)

February 14, 2020

Partner Event: **SPC Lunch Meetup**

1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA. [More info.](#)

February 18, 2020

SAC Regional Event with Alan Weiss in Miami, FL

Beyond Value Based Fees – Closing Bigger Options

[More info and EARLY BIRD registration.](#)

February 26, 2020

Linda Popky: Marketing for the Non-Marketer: How to Stand Out in the Crowd

SAC Pac Rim PRACTICUM Webinar; 4pm PT. No charge for members.

[More info.](#)

March 11, 2020

Cindy McGovern: Every Job is a Sales Job

SAC Best Practices Webinar; 11am PST. No charge for members.

[More info.](#)

March 13, 2020

Partner Event: **SPC Lunch Meetup**

1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA. [More info.](#)

March 16, 2020

Partner Event: **SPC Dinner Meeting**

5:30 p.m. to 8:30 p.m. Location and topic TBA. [More info.](#)

April 21, 2020

Constance Dierickx and Linda Henman: The Merger Mindset: What a Consultant Needs to Know

SAC Best Practices Webinar; 11am PST. No charge for members.

[More info.](#)

May 12, 2020

Tanya Hall: Book Publishing Options - How to Choose the Right Path for You

SAC PRACTICUM Webinar; 11am PST. No charge for members.

[More info.](#)

May 19, 2020

Andrew Hollo: Mastering the Value Conversation

SAC Best Practices Webinar; **3pm PDT**. No charge for members.

[More info.](#)

Oct 20-21, 2020

SAC Annual Meeting in NYC - Early Bird Pricing through December 31, 2019

[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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