



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

Ready, Set, Go!

It's 2019! A new year is upon us and SAC has a full slate of great programming and events available for you in the coming months. Here are a few things we want to make sure you know about:

Early Bird Pricing Extended Two Weeks for Bay Area Event

To help those of you who were distracted by end of the year deadlines, we're extending the early bird pricing on the San Francisco event until January 15th. Be sure to [register now](#) to get the lowest possible pricing.

Partnership with IMC

We are excited to announce that SAC will be partnering with the Institute of Management Consultants (IMC) to offer additional value to members of both organizations. Look for more information on this coming soon!

SAC Award Program Launches in January – Join the Committee

Our new Advancing Consulting Award program launches in 2019, with the first award presented at our Annual Meeting in November in New York City. The committee will meet virtually several times between January and July. We have limited slots available on the committee. If you're interested in participating, please [contact us](#).

Do You Know How to Drive Reporters to You?

PR Expert Dan Janal reveals the secrets to getting on the radar screen of the busy reporters who can help promote your practice. [Join us](#) on January 9th at 10am PDT/1pm EDT for *Reporters Are Looking for You! Using PR to Build Your Practice*. Prior webinars are posted in the members only section of the SAC website.

Alan Weiss is launching his new website with a special promotional offer this week only. See details below with the latest Weiss Advice. Enjoy!

Lisa and Linda

New Date: Annual Meeting

The 2019 SAC Annual Meeting date has been changed to accommodate Alan Weiss's schedule. The new date will be **November 5th and 6th** in New York City. Mark your calendars now.

Breaking Through: Take Your Business to the Next Level

Spring will be here before you know it! Don't miss our two regional spring events:

San Francisco: March 27, 2019

[Join us](#) on March 27, 2019 at the Crowne Plaza San Francisco Airport in Burlingame, CA. Alan Weiss will speak in the morning, with three powerful sessions in the afternoon:

- *Take Control of Your Business: How to Have the Courage to Succeed* – Soulaima Gourani, Tradeconductor.Com
- *When Less is More: The Power of Advisory Work vs. Hands-On Consulting* – Robbie Kellman Baxter, Peninsula Strategies
- *Ready, Set, Launch! What Clients Expect From Consultants* – Jennifer LeBlanc, ThinkResults Marketing, and a panel of clients from Intel, Nektar, and TRPE Ventures

Co-sponsored by IMC, Watermark and Women in Consulting

Boston: May 29, 2019

[Join us](#) at the Embassy Suites in Waltham, MA on May 29, 2019. Alan Weiss will speak in the morning, with another three powerful sessions in the afternoon:

- *Getting Better Results: Using Influence Based Negotiation to Build Your Consulting Business* – Eric Bloom, IT Management and Leadership Institute
- *The Perfect Pivot: How to Reach New Heights by Rethinking Your Business* – Christie Lindor, Slalom Consulting
- *Published! A Look at Publishing Alternatives for Consultants* – featuring Roberta Matuson of Matuson Consulting, Rita Allen of Rita B. Allen Associates, and Juliette Mayers, of Inspiration Zone LLC, and moderated by SAC Executive Director Linda Popky

Co-sponsored by IMC and SPC

SAC members can attend both of these events at a low member rate, while members of Partner organizations will receive a discount from regular prices. **Special early bird pricing for San Francisco has been extended until January 15th.** [Learn more.](#)

SAC members will also receive a 20% discount on Alan's event, *The Workshop Workshop*, to be held in San Francisco on the following day, March 28th. [Learn more.](#)

Why Are You Hiding?

Are you one of those SAC members who has not yet put their profile on the SAC website? How will people find you if you're not on the site? 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.](#)

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.](#)

January 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: We hear talk of a talent/skills gap. How serious a problem is this for business?

*****IMPORTANT: NEW, EASY TO USE, SUBMITTAL PROCESS*****

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 15th. Please remember to check your grammar and provide your name with attribution!

Weiss Advice:

YOUR WORD IS YOUR MAIN ASSET



I was working with the owner of a small training firm who told me that he had to take his bankers to his safety deposit box and show them the masters of his proprietary educational materials, in order to convince them that he had the collateral necessary for a loan to expand his business. Apparently, the bankers looked the material over, mumbled something about “off-balance-sheet assets,” and granted him the loan.

All businesses have such assets, ranging from good will to repute, from location to positioning. But perhaps the strongest such “off-balance-sheet asset” is also the simplest: the guarantee of your word.

A few years ago, I leased some equipment from a local store. I prefer to work with local people, even if the expense is greater than the internet and large “super stores,” because the attention is better and the responsiveness is usually faster. In this case, both a salesman and the sales manager, Sam, came to see me, gave me a great deal, were pleasant to work with, and I signed on for a year’s lease.

About a month after the equipment arrived, I was called by the store with a special offer to purchase supplies. I explained that the supplies were included in my lease arrangements, but the representative told me that the lease didn’t have any such indication. She connected me with the store owner. The owner told me that the sales person and sales manager who dealt with me were both on vacation, but that it was unlikely they had made such a deal. I asked if he thought I were lying or trying to pull a fast one. “Even if they made that deal, I’m not sure I’d support it. We’d be giving away too much,” he said, and, in any case, we’d have to wait a week for their return. And, maybe I was a liar.

The sales manager returned and promptly set things straight. His word was good, the lease was drawn incorrectly, and he told his boss that he could either back this up or that he, Sam, would arrange to have supplies shipped for free in some other fashion. The boss relented.

Sam left for a better job a year or so later, and when my lease was up, despite the pleadings of the new sales manager and letters from the owner, I abandoned that place as if it were on fire. I don’t mind high prices in return for quality, and I don’t mind mistakes honestly made. But I’m incensed when people don’t back up an agreement, and don’t treat the promises of their honest people as if they were their own.

My dry cleaner never questions me when I have to return a shirt that was stained by her equipment or pressed incorrectly. She makes good immediately. In return, I realize that mistakes can happen, patronize her solely, and don’t even know if her prices are high or not. If I tell my printer that a color is off or some text mis-registered, he prints the piece again. He might not make a profit on that occasion, but he’s had me as a customer for nearly 20 years. Both the cleaner and the printer also know that I pay promptly every time, and I gladly refer others to them.

Nothing encourages repeat business and referrals as much as basic trust, and trust is engendered best when the owner or principal can deal directly with the public, which is impossible in huge operations. To throw this wonderful asset away by not standing behind your word is no different from allowing your inventory to become outdated, ruined, and worthless. To exploit this asset:

1. Hire good people and support them. A promise from them should be the same as a promise from you.
2. Stress that an oral agreement is as good as a written one. “Did you get that in writing?” is an insulting question which implies that your customer is a liar.
3. Err on the side of giving too much. You’re in this for long-term, repeat business and referrals. Don’t be blinded by a short-term reduction in your margin.

4. Don't give promises freely, as if they were bargaining chips. When you say something will be ready Tuesday, or replaced without question, or delivered at the customer's convenience, deliver on that promise. Promises are meant to be kept. Just like customers.

Your word is an off-balance sheet asset. Don't lose it.

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

Special Discount on Programs from Alan Weiss:

In celebration of Alan's brand new website, he's making a great offer. Visit the new site between 9am EST January 1, 2019 and January 7 at 5 pm EST and get a 20% discount on anything and everything Alan offers. Your savings can range from a small amount on books to \$3,400 for coaching, and \$20,000 for the Rolls Card! Discount will be automatically applied once you go through the ordering process, don't worry about the listed amounts. [Check out the new site.](#)

Upcoming SAC Events

January 9, 2019

Dan Janal—Reporters Are Looking for You! Using PR to Build Your Practice.

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

January 26, 2019

Partner Event - Women in Consulting (WIC)

Mini-Conference: Business Health Check, Santa Clara, CA. 9am - 2pm PST. [More info.](#)

February 5, 2019

Alan Weiss

SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

February 7, 2019

Anne Janzer—Writing to Be Understood - Effective Writing for the Rest of Us

SAC PRACTICUM Webinar Series. [More info.](#)

March 13, 2019

Dorie Clark and Alisa Cohn—How to Build a 7-Figure Consulting & Coaching Practice

SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

March 27, 2019

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

[More info and to register.](#)

April 5, 2019

Marshall Goldsmith

SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

May 15, 2019

Dan Weedon—Navigating the Insurance Maze - A Consultant's Guide

SAC PRACTICUM Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

May 29, 2019

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

[More info and to register.](#)

June 11, 2019

Robin Farmanfarman—The Thought Leader Formula: *How to Strategically Leverage Your Expertise to Drive Business & Career Goals*

SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

November 5 and 6, 2019

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.

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