



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

Summer Time and The Living is Easy

It may be summer in the Northern Hemisphere, but your SAC team is not slacking off! We're looking forward to Fall, and to 2019 with exciting new programs and benefits for our members.

We want to welcome **Hamish Mackenzie** to the SAC team as our newest ambassador for Europe. Hamish is located in Munich, but will be supporting SAC throughout Western Europe. He is already hard at work researching how we can better support our international members, both remotely and with in-person events in Europe. Look for more information from Hamish soon.

We're also excited to confirm that we will be hosting a regional event in the **San Francisco Bay Area** next March 27th featuring our founder Alan Weiss. We're also planning a **Boston area** event next spring. More information on these to come.

Want to be seen as an expert? **ExpertClick**, the business referral website where experts like you are found by media and meeting planners, is now offering SAC members a special discount subscription to their classic press release/press room service. [Learn more.](#)

Most importantly, we're preparing for our **Annual Meeting in New York City, October 3 and 4**, at the Royalton Park Avenue. Alan will be presenting new material in the mornings, and we're confirming an outstanding line up of speakers for the afternoon sessions. [Register for the meeting.](#)

IMPORTANT: We have only a limited block of reduced rate rooms at the Royalton. If you are planning to attend and will need lodging, we ask that you please stay at this hotel. [Book your hotel room now.](#)

There's no webinar this month. Make sure to add Lisa Larter to your calendar for August.

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

Tag, You're It!

The SAC Member Blog is a great place to post to post your articles. Several members are really

taking advantage of this benefit and posting on a weekly basis; others post once a month, and some just once in awhile. If you haven't posted yet, why not?

NEW: You now have the ability to add tags for keywords to your posts, for easier search and more visibility. Be sure to include tags when you submit your posts.

To post, you'll need to first complete your SAC profile. 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 @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](#).

Reminder: July 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: *How important is customer service as a competitive differentiator? Is it worthwhile to invest in outstanding customer service, or is this not necessary to be successful in the marketplace?*

Please send input of less than 150 words formatted into 2-3 paragraphs in the same format as the prior releases no later than July 15th to Lisa Anderson, landerson@lma-consultinggroup.com. Please remember to check your grammar and provide your name with attribution!

Weiss Advice:

DOG DAYS

There are hundreds of thousands of dogs in New York living with people. You see them walking on leashes sniffing and looking around, but keeping pace with their owner. They don't pull feverishly to go off in some other direction. Sometimes you see professional dog walkers with four dogs each on two leashes. They all obediently stop while the walker scoops up anything deposited on the pavement, in conformance with very strict New York laws.



New York dogs don't bark, not at passersby or at other dogs, not at fire engines, not at mail carriers.

They don't try to raid the food vendors' carts, and they placidly wait with everyone else at the corners for the light to change.

This is all unsurprising, because New York dogs are acculturated. To act in any other way than what I've described would be to make them unwelcome and punished. They adhere to the unspoken rule of their kind in the big city: They are never disruptive, which would be anathema in the crowded, polyglot streets.

I disperse these nuggets of wisdom to apprise you of the fact that your clients, too, are acculturated to their places of work, organization, and industry. Financial people are conservative, advertising people are not, by a long shot.

If you want to fit in with a prospect's or client's culture, you have to make adjustments, not expect them to make adjustments to you. Some places you wear a suit, some you dress casually. In some you use first names, and in some you use honorifics.

To be successful in your marketplace, be flexible enough to adapt to different environments and cultures. Don't expect the client to adapt to you, the outsider. In so doing, you'll be accepted and appreciated, because you conform to the norms and don't cause a ruckus with inappropriate barking.

This helps you to be successful in any environment, even in the harshly competitive Big Apple. If you don't believe me, just ask any dog.

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

Upcoming SAC Events

August 21, 2018

Lisa Larter: Supersize Your Business With Social Media

SAC Best Practices Webinar Series; 10 am PT/ 1pm ET. 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 29, 2019

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

More information to come soon.

Mark your calendar!

Society for the Advancement of Consulting

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

consultingsociety.com - 909-630-3943 - info@consultingsociety.com

