



## Newsletter of the Society for the Advancement of Consulting® - June 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.*

### Growing Your Association

Now that that dust has settled on our relaunch of SAC, we've done the math. Over 100 people took advantage of our special deals to join or rejoin SAC in the last two months. More than 50 people attended our first webinar in May with positioning expert Mark Levy. Nearly 40 people convened in Charlotte, NC for our first regional event yesterday, featuring Alan Weiss as our keynote speaker, as well as Jeff Cobb, Celisa Steele, and Constance Dierickx as afternoon speakers. Wow! No wonder we're tired! Welcome everyone! So glad to have you with us!

Our next webinar is next Tuesday June 5<sup>th</sup> at 10am PDT/1pm EDT, and features SAC founder Alan Weiss discussing how what's going on in the world impacts us as consultants in an "unplugged" format. Webinars are included at no charge with your SAC membership. If you have not yet joined or renewed your membership, now's the time to [do this](#) so you don't miss Alan's presentation. Non-members can also pay to [attend individual webinars](#).

We're also excited to let you know we've confirmed the location for our **Annual Meeting in New York City, October 3 and 4**. We'll be at the Royalton Park Avenue, which is a great venue. Alan will be presenting new material in the mornings, and we will be announcing our outstanding line up of speakers for the afternoon sessions soon.

The Annual Meeting is included as a benefit of SAC membership, but we do need to know if you are seriously planning to attend, so we can make arrangements accordingly. [Register to attend this meeting only](#) if you are actually committed to attending. We also have a limited block of reduced rate rooms at the Royalton—first come, first serve. [Book your room now](#).

We've added a **News for Members** blog to the website, where we will post information about upcoming events, links to webinar recordings, etc. You must be a member and you must be logged in to the SAC website to see this page. [Read now](#).

We're also proud to announce a partnership with the Boston-based [Society of Professional Consultants](#) (SPC), and we are talking to other local consulting organizations across the US and overseas who may be good partners for SAC. If you know of an organization we should consider, please [let us know](#).

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

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## How Can We Improve SAC for You?

What SAC benefits are most important to you? What would you like to see added in the future? Give us your advice. Last change to [take survey](#) before June 15th.

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## Where are You Hiding?

Many people have already completed their member profiles on our new website, but some of you have not done this yet! We'll be promoting SAC through many channels, including Twitter, LinkedIn, Facebook, and others, and we want those coming to our site to be able to learn all about you.

Several of you had problems uploading your photograph. We've identified and fixed this bug, so there's no excuse to not be seen in good company in our member directory. You should have received login information when you recently joined or renewed your membership. If you don't have this, [contact us](#) and we'll get this to you.

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## Be Seen!

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

Have you posted articles on our [member blog](#)? One article per week per member, please.

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## 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](#).

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## SAC June Release: Strong Economy Creates Long-Term Growth Opportunities for Smart Businesses

CLAREMONT, CA - The current strong economy offers opportunities for savvy organizations to strengthen their competitive positions, according to The Society for the Advancement of Consulting® (SAC®). [Read more](#)

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## 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 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!

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## Weiss Advice:

## ENSURE THAT THE BUYER ACTS ALONE

One of the worst of the swamps you can find yourself sinking in appears when the buyer says, "I'd like you to run this by some of my people." This is *never* a good idea. Lower level people *never* welcome outsiders, change, innovation, new ideas, the boss's new project, and threats to their feathered nests.



You need to co-opt this early, not after you've dutifully begun to do it! Here is an example of the language you can use:

- This is a strategic decision, not a tactical one, so the decision needs to be yours alone.
- This requires a leadership direction, not consensus.
- You people will be threatened by this initiate and will oppose the idea not on its merits but because of the threat.
- Your people will make suggestions commensurate with their own best interests and not those of the entire organization.
- You must decide if we do this and what we do, then after that your people are welcome to participate in how to do it.
- This is one of those priorities where you need compliance more than commitment.
- How often does your boss ask you to make strategic decisions?

I've seldom, ever, experienced a buyer delegating decisions on our services to others where the proposal was simply approved. Usually, it's rejected, weighted down with private interest additions, or simply indefinitely delayed. The longer you wait, the more bad things happen in this profession.

### Summary

Learn the language that convinces the buyer to make an independent, sole, rapid decision. Once you allow yourself to be placed in the herd you're likely to be trampled.

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

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## Upcoming SAC Events

### June 5, 2018

**Alan Weiss: What in the World is Going on? How Recent Trends in Business May Impact Your Consulting Practice**

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

### 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.](#)

### Oct 3-4, 2018

**Annual Meeting in NYC.** - Two full days of high-value presentations. No charge for members.

[Register now.](#) [Book your room.](#)

*Mark your calendar!*

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