



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

SAC is Heating Up

We've just celebrated Memorial Day in the US, which means summer is around the corner, and fall will be here before you know it. That means it's time to think about the SAC Annual Meeting, November 5th and 6th in New York City.

In addition to two half days with Alan Weiss, we are lining up an outstanding panel of speakers for this event. We'll also be presenting the first [Advancing Consulting award](#) at the Annual Meeting in New York to two outstanding consultants in the SAC community.

We're excited to see so many nominations for this Award! Our award committee is busy reviewing the submissions and will be choosing this year's winners from a list of highly qualified candidates.

Interested in attending? [Register here](#) now. This year we've instituted a small fee to offset expenses. This allows us to bring the event to a new location: [The Hotel 50 Bowery](#) in Manhattan, now owned by Hyatt. See below for information on how to reserve your room.

Want to be seen as more of a thought leader? Then you won't want to miss our next webinar on June 11, with Robin Farmanfarmaian on *The Thought Leader Formula: How to Strategically Leverage Your Expertise to Drive Business*. [More information.](#)

Reminder: Over a year's worth of webinars are available to all members on our website. [More.](#)

We had a great local kickoff in Florida last month, and we've got local events in **Ireland, Los Angeles, and Australia** coming up this summer. See the Event Calendar below or contact [our ambassadors](#).

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

Second *Breaking Through* Workshop a Resounding Success

Our second regional workshop was held this past Wed in Waltham, MA.

Alan Weiss provided insights in the morning, with three additional presentations in the afternoon.

We are reviewing sites for next year's workshops, including locations in the US, Europe, and Australia. If you would like to see an event in your local area in 2020, [let us know](#).



Meet Our Members: Becky Morgan

In the spotlight this month is SAC member Rebecca (Becky) Morgan.

Becky Morgan is known as *the* expert in manufacturing operations strategy. She has worked alongside manufacturing executives for nearly 30 years, and she spent the prior fourteen years working in the industry. She is the author of two books, [Start Smart, Finish Strong: Forging Your Path to Operational Excellence and Long-Term Success in the Manufacturing World](#) and [Strategic Profits](#) and has been quoted in hundreds of business and industry journals on manufacturing operations topics.



Becky answered three quick questions for us:

What differentiates you from others in your field?

The diversity of my background. My degrees are in economics, while most others in this field are engineers. I was an operations executive in food and aerospace, and I've consulted with CEOs, owners, and executives in over 10 different manufacturing industry classifications.

What have you learned about business that you wish your younger self had known?

The importance of relationships. When employed on the client side, I focused on internal relationships instead of getting to know my peers in other companies.

What do you find most valuable about SAC?

Relationships, education, and fresh thinking.

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: ExpertClick

ExpertClick helps you let the world know that you are the expert. This service ensures you are found by the news media and in Google search in three ways:

- Get a press room search engine optimized by 39 topics you choose.
- Send News Releases that push out 10 ways, including Google News.
- Be in the 2020 printed *Yearbook of Experts, Authorities & Spokespersons*.

ExpertClick members are interviewed by such news media outlets as *the ABC News, Nightline, Today Show, Wall Street Journal* and many more. In addition, with search engine optimization and inbound links to member web sites, many members have had hundreds of thousands of page views on their news releases. Most of the listed experts renew year after year with ExpertClick.

ExpertClick is offering a 15% discount to SAC members who register by June 30th.
[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.](#)

SAC June News Release: Focused Strategies Drive Growth at Successful Organizations

CLAREMONT, CA— In a world with increasing complexity, organizations need to be clear on their strategy to successfully drive continued growth in revenue and profits, according to The Society for the Advancement of Consulting® (SAC). Customer experiences and interactions, as well as keeping employees engaged are at the heart of this strategy. [Learn more.](#)

July 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: *What opportunities and risks do you see for your clients in the volatile nationalist environment we see developing in much of the world?*

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 July 10th**. Please remember to check your grammar and provide your name with attribution!

PROSPECTING WITH A PURPOSE

I've run into far too many consultants who say that their potential buyers are anyone who wants increased profitability and better performance, or that potential client organizations are those with over 100 employees engaged in any product or service. We have to be more precise than that if we're going to effectively utilize our scarce time and money to efficiently market.



Consequently, I'd like to suggest a template to apply to your prospecting (to identify your ideal buyers) which may help create a sharp point on the marketing arrow, rather than turn it into a flying, non-aerodynamic barn. You can change or add to the factors I've noted, but why not start with simplicity?

Traits	(A) Ideal Traits Ranked Most Important=6 Least Important=1	(B) Prospects Actual Traits High=10 Low=1	Score (A) x (B)
Location			
Revenue Size			
Employee Number			
Nature of Business			
Nature of Need			
Other			
Total Points _____			

In this system, the prospect's ideal traits represent your best chances of applying your strengths and passions against client environment and need. Rank these from 6 (high) to 1 (low). Then list the current prospect's actual traits against your ideal, e.g., you prefer a location within a car drive of your office, but the prospect is an hour's plane ride away, or you prefer financial services industries and this prospect is in insurance. Score these from 10 (high, a perfect match) to 0 (low, no match at all). Then multiply the ranking of each trait by its score. The maximum potential is a score of 60 against the rankings from 6 to 1, or 210.

My advice is that a total potential of 170 or above is definitely worth pursuing; a total between 100 and 170 may be worth pursuing if you have some advantage (such as a contact in the company or your approaches are a perfect match for their need); and a total below 100 is not worth the pursuit time, period.

The system isn't foolproof, but it can help you get organized and quickly hone-in on your highest potential prospects. Be sure to use the most relevant-and preferably minimum amount of-ideal traits for your practice.

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

Upcoming SAC Events

June 11

Robin Farmanfarmaian—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.](#)

June 13

Partner Event: **IMC NorCal Chapter: Mid-Year Business Tune-Up: Attract More Ideal Clients**
9:30 a.m. to 3:00 p.m. in Oakland, CA. [More info](#) and [Register.](#)

June 14

Partner Event: **SPC Lunchtime Meetup.**
1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA 01803. [More info.](#)

June 17

Partner Event: **SPC Dinner Meeting**
5:30 p.m. to 8:30 p.m. in Waltham, MA. [More info.](#)

June 21

SAC Europe - Building a Thriving International Consultancy from Europe
8:30 a.m. to 12:30 p.m. [More info and to register.](#)

July 11

SAC LA Area Meetup
Contact [Liz deClifford.](#) [More info.](#)

July 16

Judy Robinett—Using Strategic Networking to Grow Your Consulting Business
SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members.
[More info.](#)

July 29

SAC Australia Meetup
In Brisbane. Contact [Evan Bulmer](#) or [Clifton Warren.](#) [More info.](#)

August 1

D. Brian Reider—Keeping IT Legal - What Consultants Need to Know
SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. 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.

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