



Newsletter of the Society for the Advancement of Consulting® - March 2020

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.

Marching Forward

Right now there's a lot of volatility and upheaval going on in the world: Coronavirus, US elections, Brexit, to name just a few.

We believe that amidst ambiguity and change come opportunities to help clients thrive in this environment. That's why we're focusing on **Thriving through Ambiguity** as our theme for 2020.

Our goal is to provide you with the tools, information, and connections you need to continue to grow in turbulent times. This month's webinar features sales expert Cindy McGovern telling us why [Every Job is a Sales Job](#)—and how to be successful in that role. Next month, Constance Dierickx and Linda Henman will tell us [what consultants need to know to be effective in merger situations](#).

If you missed last month's webinars on cultural agility and marketing for the non-marketer, they're available to members in both video and audio versions in our [archives](#).

Last month's regional event in Miami was a resounding success. The recent TED Talk accelerator lab got great reviews from a sellout audience. We'll be running the Write Now lab again in May. If you're interested, [let us know](#).

Know someone who wants to reenergize their business? Don't miss the one-day Alan Weiss event in Los Angeles on April 22nd. For a limited time, SAC members get a \$100 discount. (See below.)

And make sure to [register](#) for the Annual Meeting in New York City on October 20 and 21st. Look for more details on the agenda coming soon.

As always, please contact us if you have any questions or suggestions.

Lisa and Linda

Annual Meeting 2020: Thriving Through Ambiguity

Mark the Dates: Oct 20-21, 2020

We're excited to announce that this year's annual meeting will be held at the [Andaz Wall Street](#) (a Hyatt hotel) in Lower Manhattan. This is an attractive property in a nice location.

We are only able to reserve a very limited number of rooms at the special conference rate. [Reserve yours now](#).

Space for the event is limited. [Sign up now](#) to take advantage of this opportunity.



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.
- [Access past webinars](#) through the archives. Both video and audio versions are available.

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

We’ve updated our website with the list of benefits available to SAC members. The list includes some items that are not being utilized by all of our members.

[Check this out.](#)

Next SAC Europe Event in Planning Now

Our European ambassadors, Patrick Daly and Hamish Mackensie have just begun planning the next SAC Europe event for mid-year. It’s anticipated this will be a combination of presentations, discussions, and hands-on exercises. All SAC members are welcome to attend.

If you’re interested in attending or would like to help shape the agenda, contact [Patrick](#) or [Hamish](#).



[Special Offer on the Million Dollar Consulting Convention in Sydney](#)

Still on the fence about attending the MDCC in 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.

SAC Event to be Held in Conjunction with the Million Dollar Consulting Convention in Sydney

We will have a **SAC dinner event** on April 1st. It will be near the MDCC event, and April 1st is the second evening of the MDCC. If you are interested in attending, please [email us](#).

Special Offer: Getting Started/Reenergizing Your Consulting Practice - Los Angeles in April

Alan Weiss is running a special one-day program in Los Angeles on April 22nd that will provide the tools and information you need to take your practice to the next level.



This is a rare opportunity to get a full day with Alan at a low, low price. Even better—SAC members get a \$100 discount by registering by March 31st.

[More info.](#)

Please [email us](#) if you are interested in attending a SAC dinner the evening prior to the event (April 21st).

Meet Our Members: Hamish Mackenzie

This month we're profiling Hamish Mackenzie. [Contact Hamish.](#)

Hamish Mackenzie helps technology businesses and their senior executives position themselves for dramatic growth. Over the years, he has worked with some of the biggest names in technology and biotech, including Oracle, HP, Microsoft and Merck, as well as a wide range of mid-sized businesses and startups across Europe, North America, and Asia. He is the author of the weekly *Thursday ThoughtShake* newsletter and has recently launched a new podcast, "Growth Position with Hamish Mackenzie," which can be found on all good podcast platforms, and a few terrible ones.



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

I'm pretty sure I'm the only bi-lingual, British-born positioning expert living and working in Germany – certainly the only one with twenty years of experience consulting successfully with clients on three continents. That, combined with my ability to rapidly analyze large volumes of information, extract vital insights, and use these to improve my client's condition is extremely powerful.

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

That everybody is, to a greater or lesser extent, winging it. And I do mean everybody.

That for every plausible and attractive tip or strategy you discover, there will be someone else offering an equally plausible and attractive alternative that *tells you to do the exact opposite*. The

only thing that matters is finding out what works for you and running with it.

What do you find most valuable about SAC?

The volume, variety, and quality of the webcasts. Also, the live SAC events, wherever they are held. I doubt there is any consulting community in the world delivering anything that even comes close.

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.](#)

Who Are We Missing?

We welcome all of the new members who recently joined SAC. We love seeing new faces!

But we know we aren't reaching everyone who should be part of this organization. Who do you know that isn't yet part of SAC but should be?

We'll make a donation to a nonprofit organization for every new member referral you send us between now and June 1st. [Contact us](#) for more details.

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.](#)

Miami Regional Event

We had another successful region event in Miami. We received great feedback and learned several new ways to go beyond value based fees.

Our next in-person event will be our Annual Meeting in New York. [Register early](#) to save your seat.



March 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: *How will digital transformation impact clients in 2020? What actions should businesses take to maintain or grow their leadership positions?*

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

Note that the word count **includes** your personal information. In order to keep the releases

Weiss Advice:

HOW TO WRITE A SHORT, EFFECTIVE PROPOSAL



Consultants complain that proposals are everything from tedious to write to uncertain in their effectiveness. That's because few people bother to understand the rationale required for a good proposal. Ignore the "contracts" that many sources espouse, because they're so full of boiler plate language and legal trivia that they not only obscure the real issues, they also create distrust.

Here is the basis for an effective, brief proposal (I "hit" on 80% of my formally-submitted proposals):

WHAT:

A proposal is a SUMMATION, not an EXPLORATION. It is a written statement of the conceptual agreement already gained in prior discussions with the economic buyer. If this conceptual agreement has not been gained, a proposal is little better than a spin of the roulette wheel. This is why responding blindly to RFPs (requests for proposals) is such a waste of time in most cases.

WHY:

The reason for a proposal is to allow the buyer to:

- Reaffirm the conceptual agreement already generated.
- Learn of the options you have to reach the objectives.
- Learn the investment (fee) required for various value delivered.
- Formally sign-off and launch the project.

It is not a negotiating document nor is it collaboratively done with the client.

HOW:

My proposals have the following elements:

- Situation Appraisal: A restatement of the issues involved.
- Objectives: The results expected from the project.
- Measures: The indicators for determining progress and success.
- Value: The impact, preferably monetized, of meeting the objectives.
- Timing: Start, duration, and ending dates.
- Joint Accountabilities: What the client and I commit to do together.
- Methodology and Options: The steps for various investment and value.
- Terms and Conditions: Fees and payment terms for each option.
- Acceptance: Client sign-off opportunity.

My proposals are typically two-and-a-half pages. If there is an initial payment due (there almost always is) I also enclose statements to begin the payment process, aligned with the various options provided.

I don't enclose biographies. I don't include any legalese about being held harmless, blameless, or anything else. In over 30 years running my own practice, I've never once had a legal problem, and never had a client demand such language (although occasionally they have added it, thanks to some lawyer who wandered by).

Occasionally, a client will request that you sign a contract prepared by their legal department. The good news is that the request means you've won the business. Have your attorney look it over, and try to eliminate statements that include the right to cancel with brief warning and no penalty. I strongly advise a "no cancellation" clause.

Proposals are not part of the sales process. They are part of the implementation process. *The sale occurs before the proposal is ever written.*

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

March 9

Partner Event: **WIC South Bay Satellite Meeting** (Women in Consulting)
"How to Be Heard in a World that Interrupts Women" By Dr. Miluna Fausch
11:30 a.m. to 1:00 p.m. at LeQuay Restaurant, Campbell, CA. [More info.](#)

March 11

Cindy McGovern: Every Job is a Sales Job
SAC Best Practices Webinar; 11am PST. No charge for members.
[More info.](#)

March 13

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

March 16

Partner Event: **SPC Dinner Meeting**
5:30 p.m. to 8:30 p.m. Location and topic TBA. [More info.](#)

April 1

SAC Dinner Event during the Million Dollar Consulting Convention
Will be held near the MDCC event in Sydney, Australia. Please [email us](#) if interested in attending.

April 13

Partner Event: **WIC South Bay Satellite Meeting** (Women in Consulting)
11:30 a.m. to 1:00 p.m. at LeQuay Restaurant, Campbell, CA. [More info.](#)

April 21

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.](#)

April 22

Partner Event: **Alan Weiss Program in Los Angeles, CA**
Getting Started/Reenergizing Your Consulting Practice. [More info.](#)

May 11

Partner Event: **WIC South Bay Satellite Meeting** (Women in Consulting)
11:30 a.m. to 1:00 p.m. at LeQuay Restaurant, Campbell, CA. [More info.](#)

May 12

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

Andrew Hollo: Mastering the Value Conversation
SAC Best Practices Webinar; 3pm PDT. No charge for members.
[More info.](#)

Oct 20-21

SAC Annual Meeting in NYC
[More info.](#)

Mark your calendar!

Webinars are included in your SAC membership. [Join or renew](#) your membership now.

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