



Alan Weiss's
Society for the
Advancement
of Consulting



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

Talking Turkey

As we approach the Thanksgiving holiday in the US, we want to thank all of you for your strong support of SAC during this transition year. We appreciate having you in our community.

Annual Meeting Highlights

We had an outstanding Annual Meeting last month in New York City, with a standing room only crowd. Attendees enjoyed hearing from an array of outstanding speakers, including our mentor Alan Weiss, and a panel of clients telling us what they like/don't like about hiring consultants. *[Photo: Lisa Bing and panel]*

[More event pictures.](#)



Reminder: Practicum Webinars launch next week!

We're launching a new program, quarterly PRACTICUM webinars, to help consultants work ON their business, featuring such topics as how to more effectively use LinkedIn, improving your writing, navigating the insurance maze, understanding legal issues, and financial literacy for consultants. The series kicks off on November 7th with LinkedIn expert Sandra Clark telling us how to use the platform more effectively to build relationships. [More information.](#)

This new series is priced at \$299 for the general public, \$199 for SAC partners, and is included at **no charge** in your SAC membership.

New! Easier To Use Press Release Submission

We've made it much easier to submit your content for the bimonthly press release. [Submit](#) your content here. Note: You must be signed in to see this submission form.

New! Corporate Memberships

We're pleased to announce that in response to a request, we've added a corporate membership option. If your company has 3 or more employees and you'd like to purchase a corporate membership, we have 3 options for you to do so. [More.](#)

New! Ambassador

We're excited to have Lisa Bing join us as an ambassador for the Northeastern US. We now have seven SAC ambassadors. [Read](#) about them here.

Have Global Impact

Want to work globally without creating additional labor intensity? Not sure how to create a real impact across cultures? [Join us](#) on November 14th at 11AM PT/2PM ET for the next chapter in our Best Practices Series, *Creating Value Globally*, featuring global coach/ consultant/ author Omar Khan of Sensei International. Prior webinars are posted in the members only section of the SAC website.

Mark the Date: San Francisco in March

Our next regional event, *Breaking Through: Taking Your Business to New Heights*, will be held on March 27, 2019 in the San Francisco Bay Area. Alan Weiss will speak in the morning, with three guest speakers in the afternoon. Look for more details soon.

The latest Weiss Advice is below. Enjoy!

Lisa and Linda

It Pays to Share.

Refer New Members to SAC and Extend Your Membership.

Have friends and colleagues who would benefit from membership in SAC?

As a SAC member, for every new member* you refer to us who joins SAC between now and the end of 2018, we'll extend your own membership for an additional month.

It's a Win/Win/Win situation. They get to enjoy all the benefits of the association, while you get credit for bringing us together, and we all get to associate with more high quality consultants.

Simply have your referrals put your name in the box on the membership application that says, who referred you to SAC.

There's no limit to the number of people you can refer, so share early and share often. Forward [this link](#) to your friends and colleagues.

**New SAC members as of 9/1/18 only. Does not apply to renewals or membership extensions.*

Reminder - New Pricing Coming Soon

Lock in the current member pricing for another year (or two!) by renewing your membership now.

Effective Jan 1st, 2019, Regular SAC Membership renewal will be \$350 per year, and International Membership will be \$295 (The application fee for initial membership remains \$45).

Renew before December 31st to extend your membership at the existing rate.

Where Are You Hiding?

There are still a number of SAC members who have not yet put their profile on the SAC website. Don't let this be you! If you don't remember your password, go to the Member Login and ask for a password reset. Any questions? [Contact us](#).

Wanted: News Release Editor

We're looking for someone to coordinate our bimonthly news releases. You should have good

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](#).

November 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: *Does culture pay a pivotal role in growth? What are your most successful clients doing differently to stand above the crowd as it relates to culture, and is this translating into bottom line business results?*

*****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 November 15th. Please remember to check your grammar and provide your name with attribution! Note: You must be signed in to see this submission form.

Weiss Advice:

TEN WAYS TO CONVINCING A BUYER VALUE-BASED FEES ARE BEST

Here are some reasoning points to use to convince the buyer that a value-based fee is always in the buyer's best interest.



1. There is a cap on your investment. You know exactly what is to be spent and there are no surprises.
2. There is never a "meter running." You do not have to worry each time your help is requested that you might be here for an hour, a day, or a week.
3. It is unfair to you to place you in the position of making an investment decision every time you may need help. Otherwise, you're trying to determine the impossible: Is this an issue that justifies a \$5,000 visit or a \$500 phone call? No client should ever be in that position.
4. Your people should feel free to use assistance and to ask for help without feeling they have to go to someone for budgetary approval. This only makes them more resistant to sharing their views, and at best delays the flow of important information.
5. If you find additional work that was unanticipated but must be performed, you can do it without having to request additional funds. In those instances, legitimate, additional work would otherwise be viewed as self-aggrandizing and an attempt to generate additional hours or days.
6. If you find additional, related work that must be done, you can freely request it without worry about increased costs.
7. The overall, set fee, in relation to the project outcomes to be delivered, is inevitably less of a proportional investment than hourly billing.
8. If conditions change in your organization, you won't be in the difficult situation of having to request that the project be completed in less time. The quality approach is assured, since the fee is set and paid.
9. If I decide that additional resources are necessary, there is no cost to you and I can employ additional help as I see fit.
10. This is the most uncomplicated way to work together. There will never be a debate about what is billable time (e.g., travel, report writing) or what should be done on site or off site.

Feel free to add others to my list as you come across them for your practice. The important thing is that I introduce this concept early, use as many of these arguments as I have to in order to convince the prospect, and I do so in the relationship building part of the sequence. In other words, although the prospect sees my fees for the first time in the proposal itself, the buyer is educated to the point that he or she expects to see a single quoted fee per option, and not a per diem or per head fee assigned.

The key to achieving any kind of interpersonal change is to convince the other person that the change is in his or her best interest. That's why you have to marshal your arguments around the prospect's improved condition, and the sagacity of using a project fee approach. Any and all work required in the early stages is more than justified by the outcome in the acceptance of the fee structure in the proposal. That's why preparatory work is so important in gaining business.

One more hint in buyer education. If the buyer says, "You're the first consultant to propose a single fee," or "We're accustomed to evaluating hourly fees for these projects," respond, "Exactly, that's what makes me different and so popular with clients. I've removed the uncertainty and questionable investments entirely. Here are some reasons that my approach works entirely in your favor... Then go back to the reasons above.

Whenever someone says that everyone else is doing it the other way, use that as a means to stand out in the crowd, and don't flee because you appear to be different.

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

Upcoming SAC Events

November 7

Sandra Clark—Business Development on [LinkedIn](#): It's About Relationships.
SAC Practicum Webinar; 10 am PT/ 1pm ET. No charge for members. [More info.](#)

November 14

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

November 16

Alan Weiss's Super Best Practices Seminar, Adelaide, Australia
Discount for SAC members. [More info.](#)

December 4

Colleen Francis—Creating a Nonstop Consulting Business Sales Boom.
SAC Best Practices Webinar Series; 10 am PT/ 1pm ET. No charge for members. [More info.](#)

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.](#)

March 27, 2019

SAC One-Day Regional Event in San Francisco Bay Area with Alan Weiss
More information to come soon.

May 29, 2019

SAC One-Day Regional Event in Boston, MA Area with Alan Weiss
More information to come soon.

November 5 and 6, 2019

SAC Annual Meeting in New York City

Mark your calendar!

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

Society for the Advancement of Consulting

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

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

