



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

### Silver Lining Ahead

With all the things happening around the world these days, it's easy to get distracted and even downright depressed.

We know that some people are struggling to make ends meet. Others are having problems balancing working from home with family responsibilities or illnesses. And still others are questioning whether or not consulting is the right place for them.

But amidst all of this, there are people who are doing well—some even exceptionally well. There are new businesses being created and others being reimaged. Intellectual property is being developed and there are more books being written than ever before.

What's the secret? What do these people know that the rest of us don't? And how do we get them to share this information with us?

We thought about this when putting together the agenda for this year's SAC Annual Meeting. Not being in New York City allowed us to expand the program to offer more outstanding speakers at time zones that are friendly for all our geographies.

It allowed us to celebrate success, get advice on how to work through this troubling time, and hear about the opportunities ahead.

All this is coming together in three weeks time to a Zoom screen near you. See below for more details on whose on the agenda.

Prices go up at midnight TODAY, October 1<sup>st</sup>. If you haven't signed up, go do that, [now](#).

Join **Liz de Clifford** for an interactive accelerator lab on November 10 called Speak Up! You will get speaking tips for today's world and also put together a short speech. [Learn more.](#)

Wondering how to navigate the maze of health care options? Put November 11 on your calendar when **Anna Grubbs-Hodel** will help put all of this into everyday language. [Learn more.](#)

We will continue our series of **Wine Down-Wake Up** online Meetups in November—come join us soon. Bring your SAC cup with you!

Please stay healthy and [let us know](#) how we can support you at SAC.

Linda and Lisa

## SAC Europe Hosts An Event on Growing Your Client Base

On October 7th, SAC Europe is hosting an event featuring Steven Hunt who will talk about Empathy: The Hidden Route to Faster Global Growth. This event is FREE to SAC members worldwide.



[Learn more and register.](#)

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## LOOK WHO'S COMING TO THE PARTY!

### SAC Virtual Annual Meeting: October 20 and 21<sup>st</sup>

Thirty-four sessions, nearly 50 presenters, and 24 hours of content...that's what we've put together for you at this year's virtual annual meeting.

This event will start early in the day for Europe, continue through midday for North America and finish at the end of the day here for the Pacific Rim.

It's a ton of content, but never fear—all sessions will be recorded for viewing at a convenient time of your choosing.

**Here's some of what's in store:**

- Keynote and Q&A session with Alan Weiss
- Presentation of this year's Corrie Shanahan Memorial Advancing Consulting Awards
- Client panels featuring panelists from Europe, North America, and the Pacific Rim
- Sessions on innovation, building thought leadership, closing more business, winning business in a volatile market, the pandemic pivot, financial resilience, breaking through roadblocks, post-pandemic consulting trends, the importance of social and community...and more
- Breakout sessions for those new to consulting, building visibility, creating virtual events and social justice
- Birds of a feather sessions on getting speaking engagements, coaching, book writing, online courses, and public relations
- Dedicated networking time
- Connection lounge--open all day both days for you to touch base and connect with your colleagues
- [See all the details](#), including presenters and session descriptions.

All this and more is available at the low rate of \$179 for SAC members, \$199 for affiliates/partners, and \$249 for the general public.

This is an event not to be missed. But if you don't act soon, you'll miss the discounted pricing.

**Prices go up at midnight tonight, Thursday, October 1<sup>st</sup>.**

[Register now.](#)

#### Registration Fees\*

SAC Members \$179

Affiliates \$199

Non-Members \$249

**\*Prices go up October 1<sup>st</sup>!**

*We will return to the Andaz Wall Street in New York City in October 2021—presuming it is feasible to do so.*

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**THRIVING**  
WITH CLIENT WINS

BREAKING  
**THROUGH**  
BARRIERS

BEYOND  
**AMBIGUITY:**  
WHAT'S NEXT?

## SIG UPDATE

Our first two Special Interest Groups have been busy! The **Supply Chain SIG** is putting the final touches on an eBook and also offering free webinars on the strategic supply chain.

Interested in learning about supply chain? Feel free to attend and invite your clients as well. This event will be offered twice—once in a Europe/East Coast friendly time and the second time in a PacRim/West Coast friendly slot. [More information.](#)

The **Nonprofit SIG** has developed a set of priorities and will be launching their first programs, soon. Stay tuned!

Additional SIGs will be starting shortly.

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## Check the SAC Webinar Archives...NEWLY REORGANIZED

Now that we have over 50 webinars archived for SAC members, we've revamped our webinar access page. It's now much easier for SAC members to search webinars by speaker, topic, or other criteria. [Check this out now.](#)

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## SAC IN PICTURES

Have photos of a SAC event? [Send them](#) to us and we'll share them with the community!

### SAC Awards Committee - Sept 2020



### SAC Non-Profit SIG - Sept 2020



## SAC Supply Chain SIG - Sept 2020



**Amy Segami with her blue SAC cup.**

Are you using yours?

Send us a picture!

## 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.

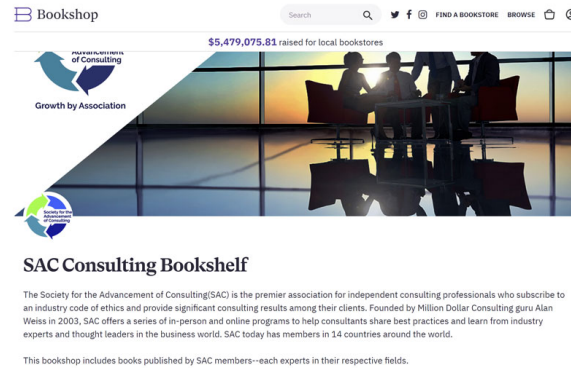


We've updated our website with the list of benefits available to SAC members. The list includes some items that are not being utilized by all of our members.

[Check this out.](#)

## SPECIAL ANNUAL MEETING BOOKSTORE

Books written by our Annual Meeting speakers and hosts are now available in a special SAC Annual Meeting Bookshop. We have a separate list of the long list of books written by our founder Alan Weiss. [Check these out now.](#)



Bookshop

\$5,479,075.81 raised for local bookstores

Growth by Association

### SAC Consulting Bookshelf

The Society for the Advancement of Consulting (SAC) is the premier association for independent consulting professionals who subscribe to an industry code of ethics and provide significant consulting results among their clients. Founded by Million Dollar Consulting guru Alan Weiss in 2003, SAC offers a series of in-person and online programs to help consultants share best practices and learn from industry experts and thought leaders in the business world. SAC today has members in 14 countries around the world.

This bookshop includes books published by SAC members—each experts in their respective fields.

## Meet Our Members: Nicole Wilson

*This month we're profiling Nicole Wilson. [Contact Nicole.](#)*

Nicole is the expert in changing companywide behaviors to generate exceptional results. She has spent more than 20 years working as a sales effectiveness and behavioral change specialist across Multinationals, with SMEs and individuals, and in a diverse range of industries. Nicole works with clients who are serious about increasing their sales results, want their people to behave differently, and want to Do Better, Be Better, and Be MORE. Creating and improving the value proposition of her client is always the goal and outcome, and most often leads to more highly valued outcomes beyond the client's initial expectations.



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

I am an avid learner, love technical models, and theory. However I've come through the battle grounds and done the front line through to senior leadership roles across a range of industries. What does this mean for my clients? I can speak the language they need to hear and give them the message in a way that allows them to absorb, learn, change, and grow. The result: I make my clients a LOT of money. I improve their value proposition, mitigate risks in their business, and make them more profitable. While having fun!

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

Trust yourself and your knowledge. You are enough, you have enough, and the only reason you are here helping this client is because you have value to give. So get on with it. Stop thinking someone else is better or MORE than you. Stop comparing yourself to others. You are unique. What you bring to the table is valuable and adds tremendous value for your clients and their businesses.

### What do you find most valuable about SAC?

Belonging to SAC means being a part of a group of credible, committed professionals who face the same challenges, are equally passionate about what they do, and also want to continuously learn. I also value and am grateful for the persistence and focus on innovation that Linda and Lisa put into ensuring the group evolves and continues to serve the people who participate.

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### 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.](#)

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## 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](#).

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## October Press Release - Increased Customer Focus Will Help Business Thrive in 2021

CLAREMONT, CA— The current economic disruption is giving businesses big opportunities to take steps to redefine and renew the relationships and processes that customers value most, according to the Society for the Advancement of Consulting® (SAC). Businesses that tune into evolving customer needs will thrive the most in 2021.

[Read more.](#)

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## November 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:** *What advice do you have for clients to grow and increase profitability in the post-COVID 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 November 11<sup>th</sup>**. 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 concise and readable, we are unable to accept contributions that are longer than the guidelines.

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### [Weiss Advice:](#)

## YOU'RE NOT IN THE SALES BUSINESS, YOU'RE IN THE RELATIONSHIP BUSINESS

Many years ago, my wife and I moved to a new town with a check for \$100,000 in our hands, which represented the difference between the old, smaller house we sold in high-priced New Jersey and the new, larger house we purchased in low-priced Rhode Island. We walked into four banks on Main Street (yes, it is "Main Street") and three of the four branch managers pointed to the rates for various investments, cited the bank's hours, and explained about various bank features. All three of them could have been working for the same place.



The fourth branch manager, at Fleet Bank (now part of Bank of America), had the same rates, hours, and services, too, but she asked us about our objectives for moving to the area, how old our children were, what we would like to accomplish, what kind of work we did, and so on, and all over a cup of coffee. We left our check there, and over the decades I was a private banking customer, having made significant investments and loans with the institution.

### **Fees will be academic**

Building business is not about sales or marketing (in fact, I could make a case that most of the investments in those pursuits are wasted or low return), but rather about *relationships*. The

discussion with prospects should always be about value, not about fees, costs, commissions or other investments. If the discussion is not about value, then you or your people have surrendered control of the discussion, and the result will never be on the terms you'd prefer.

When the discussion is on value and the prospect is convinced of the wisdom of a relationship with you, fees are academic. (It's always amazed me that realtors, for example, blithely accept a 6% standard commission, when no laws or regulations prohibit a higher commission in return for a higher level of service.) Here are five techniques to develop strong relationships that demonstrate value and result in much higher commitment from the client, and resultant higher fees:

1. *Find out what the buyer's objectives are, personally and professionally. These elements are always intertwined in the sale or acquisition of a business. People think based on logic, but they act based on emotion. Find out what visceral needs the client holds dearest, and demonstrate how they will be met, safeguarded, or otherwise supported.*
2. *Suggest additional outcomes for the client. Every client I've ever met knows what he or she wants, but few know what they need. The difference between want and true need is your value-added. Once a prospect says, "I've never looked at it that way before," you have a high quality relationship created.*
3. *Focus on output, not input. No one cares about your advertising or offices. People don't buy drills because they love the tool, they buy them because they need holes. Demonstrate important outcomes for the client, such as speed, guarantees, high return, and transition management. The only real test is when the business changes hands on terms that are beneficial to me and meet or exceed my objectives.*
4. *Provide assurances and guarantees. Supply testimonials, endorsements and references that are tightly analogous to the particular prospect's position. Allow others to sing your praises. Two people swearing that you were instrumental to their success beat a \$10,000 brochure or web improvement any day of the week.*
5. *Listen, listen, listen. I'm buying a new vehicle, and price is no object. Yet most of the sales people insist on delivering a pitch, telling me how to drive, or suggesting features that don't interest me. You can't learn while you're talking. Develop some provocative questions and follow up questions, and keep the prospect talking until you have enough emotional and factual information to embrace them as partners. Don't teach your sales people "closing techniques" or "features and benefits" spiels. Teach them questioning skills and relationship building techniques. We've done this with sales people all over the world.*

### **A cup of coffee**

One more thing: Everyone in your office, from secretary to sales person to accountant, has a role in client relationships. I've taken my business away from otherwise solid professionals whose office staff is rude, incompetent, or unfriendly. Clients want their phone calls returned promptly, and 24 hours is not prompt (our own service standard is 90 minutes which we hit 99% of the time, and our clients are flabbergasted). They want email responses within a day (mine are usually within hours).

Offer people a (perhaps metaphorical) cup of coffee, a comfortable chair, and a host of friendly faces. Stop developing marketing campaigns and start developing relationships. Both the top line-sales—and the bottom line-margin— will improve dramatically, and it doesn't get much better than that.

© Alan Weiss 2020

Note: Join my [50-week Deep Secrets](#) video and audio learning series: Learn quick techniques to improve your control and your language.

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

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## **Upcoming SAC Events**

**Oct 7**

**SAC Europe - Members-Only Event**

For SAC members worldwide.

[More info.](#)

Oct 20-21

**SAC Annual Meeting - VIRTUAL MEETING**

[More info.](#)

Oct 28

**Reshoring in a Post COVID World, Pac Rim / North America Perspectives**

SAC SIG Event: Free event

[More info.](#)

November 10

**Liz de Clifford: Speak Up!**

SAC Business Accelerator Lab (via Zoom); 1pm PST

[More info.](#)

Nov 11

**Reshoring in a Post COVID World, Europe / North America Perspectives**

SAC SIG Event: Free event

[More info.](#)

November 11

**Anna Grubbs-Hodel: Understanding Health Insurance Options**

SAC Best Practices Webinar; 11am PST. No charge for members.

[More info.](#)

December 8

**Lisa Anderson: Get Known**

SAC Business Accelerator Lab (via Zoom); 1pm PST (2.5 hours)

[More info.](#)

December 9

**Penny Daniels: Managing the Media to Build Your Practice**

SAC PRACTICUM Webinar; 11am PST. No charge for members.

[More info.](#)

*Mark your calendar!*

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

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