



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

### Look What's Brewing for Fall!

Wow! Where did the summer go? At SAC, we're celebrating the imminent arrival of fall with a slew of new programs and benefits for you.

#### Annual Meeting is Around the Corner

First, don't forget the upcoming SAC Annual Meeting in New York, October 3 and 4. We've had great response for this year's event. There are still a few spots left for the conference. Check out the [speakers](#) here.

**If you haven't [registered](#) yet, please do so by September 15th.** While the conference is free to members, those who register after that date will be charged a \$95 late registration fee.

If you'll need a hotel room, [reserve](#) one as soon as possible at the Royalton Park Hotel—only a few discounted rooms remain in our block. First come, first served.

#### New! Travel Discounts

We're excited to announce two new benefits for SAC members: discounts on hotel bookings (averaging 26%!) and on entertainment venues, including Broadway Shows and Disney theme parks. These discounts are available globally, so all SAC members can participate. However, you **must** register for each benefit. Login to the SAC website then go to the [Members Only Resource](#) page for more information.

#### New! More Regional Events

We're expanding our informal dinner program, with fall events in the Los Angeles and San Francisco Bay Areas. These events are a great way to meet local consultants, and discuss what's on your mind related to consulting. There is a nominal fee (\$15 for members; \$25 for nonmembers), plus the cost of your dinner. [Register](#) here.

#### Fripp Speaks

Patricia Fripp is the professional speaker who transforms other speakers. If you're a speaker or have ever thought about adding speaking to your offerings, you will not want to miss this. [Join us](#) on September 18 for **Patricia Fripp's webinar**. Prior webinars are posted in the members only section of the SAC website.

**We are now rewarding you for referring new members to SAC.** See below. And we have even more new programs under development, which we'll be announcing at the Annual Meeting in New York. Stay tuned for the details!

The latest Weiss Advice is below. Enjoy!

Lisa and Linda

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## SAC Annual Meeting: Oct 3 and 4

**Register by Sept 15th to avoid  
a late registration charge**

Join the top minds in consulting for the SAC Annual Meeting in New York City, October 3-4, 2018 at the Royalton Park Hotel in Manhattan.



SAC Annual Meeting | October 3-4, 2018 | NYC

SAC Founder consulting guru Alan Weiss will introduce new intellectual property, answer questions and lead “hot seat” role-plays. Alan is joined by a top-notch group of presenters, including Lisa Bing, Mitchell Davis, Jeffrey Hayzlett, Dan Janal, Mark Levy, SAC Executive Directors Lisa Anderson and Linda Popky—and more.

Attendance at the conference is included for regular SAC members who register by September 15th. Late registration fee of \$95 after that date. Members of SAC partners can attend at a reduced price.

Not a SAC member? [Join us](#) now. Or attend at the higher non-member price.

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## 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.*

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## SAC is Growing Down Under!

Alan will be holding a special international version of his Best Practices workshop in Adelaide, Australia on November 16. He's offering a 20% discount on this workshop to anyone who joins SAC between now and November 10. Look for a series of programs and events, including informal dinner meetings, for those in ANZ coming soon. [Contact](#) our Pac Rim ambassador, Clifton Warren for more information.

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## Help Us Help You

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](#).

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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.

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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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## September 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:** *Are your clients thinking about pricing strategically or do they not see it as important in the marketplace? What trends do you see occurring? And what recommendations do you have to best navigate those trends?*

Please send input of less than 150 words formatted into 2-3 paragraphs in the same format as the prior releases no later than September 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:](#)

### WHAT TO DO WHEN THE BUYER PROVIDES A RATIONAL "NO"

There are times when the buyer has considered your approaches, the relationship is good, and the mutual respect is present, but the buyer legitimately can't use your help. This may be because your competencies are not quite right, or the geographic distance isn't appropriate, or for any other good reason. You can't win them all, but you needn't take a complete loss on this situation.



If the economic buyer called you and said, "We just can't, I'm sorry," and has an unequivocal reason for not proceeding, what would you say or do next? Take a minute to consider what you might recover from this situation, and then read on.

In my view, here are just some of the roads to travel, especially since the economic buyer has been professional and gracious enough to tell you "no" personally.

1. Ask for permission to remain in contact. This might include an occasional phone call, placement on your mailing list, inclusion in your newsletter subscriptions, and so forth. Gain a commitment that you can stay in touch without being considered rude, and without being delegated to a subordinate.

2. Ask if there is someone else he or she could refer you to, since the buyer knows of your value and your professionalism. It may be a colleague in the same organization, or an acquaintance in another business.
3. Ask what, if anything, you might have done better to secure the business. Sometimes you can pick up a valuable learning point, such as, “Your proposal arrived a few days after we expected it and we were concerned that you may be too busy to provide us with the priority we need.”
4. Ask if you may use him or her as a reference, in that even though you didn’t actually work together, they are familiar with your character, professionalism, value, and so on.
5. Tell the buyer that if, for any reason, the project does not proceed as hoped, you’d be happy to re-enter the picture, and you’d gladly make yourself available short-term in the event you were needed after all. (Some buyers feel embarrassed to do this with a consultant they’ve turned down if they are not specifically assured it’s fine with you.)

Place the buyer on your relevant mailing lists and make a note to get back to the buyer in 30-to-60 days. Simply follow up and ask how things are going. In the meantime, you might want to provide some value to the buyer for the project, in terms of articles, examples from elsewhere, and so forth.

True economic buyers are like diamonds—they are forever, and don’t lose their luster. The fact that one has personally considered your proposal is a great advantage, even if you haven’t been able to close the business. Don’t walk away from such a wonderful relationship and future opportunity.

Every time someone calls you—even if it’s to say “no” or to offer resistance—it’s a sign of interest. If there were no interest the buyer would be apathetic and non-responsive. This also means that on those occasions the buyer does not return phone calls or respond, the probability is that you have not established a trusting, peer-level relationship with that person. People return the calls of those whom they respect, and whom they believe they might well be talking to again sometime in the future. If a significant number of people you’ve met at buyer level do not return your messages or follow-up, you probably have been making sales calls and not building relationships.

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

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## Upcoming SAC Events

### September 17

#### **Dinner gathering at the Umstead Hotel in Cary, NC**

SAC Regional Meeting in North Carolina; 6:30 pm EDT. No charge for members. [More info.](#)

### September 18

#### **Patricia Fripp: Under The Magnifying Glass: Secrets of Good to Great Presentations**

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

### October 3-4

**Annual Meeting in NYC.** - Two full days of high-value presentations at the Royalton Hotel Park Avenue. No charge for members. [Register now.](#) [Book your room.](#)

### October 17

#### **Regional Dinner - San Francisco Bay , CA.**

[Learn more](#) and [Register here.](#)

### October 24

#### **Regional Dinner - Los Angeles, CA.**

[Learn more](#) and [Register here.](#)

### October 31

#### **Lisa Earle McLeod and Elizabeth McLeod — Money, Meaning and the Millennials.**

SAC Best Practices Webinar Series; 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.](#)

**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.

*Mark your calendar!*

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

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