

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

Is Now The Time To Rebrand Your Consulting Services? and Hiring a Development Person to Help You Sell Your Services

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## What's New ...

Happy Valentine's Day!!!

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King Henry VIII declared February 14th a holiday in 1537. Which is ironic considering he killed most of his wives because they didn't give him a son (Later science found out that it's actually the man's sperm that determines the sex of the child...put that in your pipe and smoke it King Henry).

More than nine million pet owners are expected to buy gifts for their pets this Valentine's Day.

Rob Thomas the lead singer of Matchbox Twenty was born on Valentine's Day in 1972.

The city in Italy where Shakespeare's Romeo and Juliet lived, receives about 1,000 letters every year sent to Juliet on Valentine's Day. Do people not realize that Romeo and Juliet aren't real?

In the middle Ages, people believed that the first unmarried person of the opposite sex you met on the morning of St. Valentine's Day would become your spouse.

Happy Networking!

*Chad*

"The NetworkING of Pittsburgh"

## About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.

### NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

### HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 3,465** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

### HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage [http://www.thewriteplanllc.com/Monthly\\_Newsletter.html](http://www.thewriteplanllc.com/Monthly_Newsletter.html)

### FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage [http://www.thewriteplanllc.com/Request\\_Form.html](http://www.thewriteplanllc.com/Request_Form.html)

### GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).



**Our team has always been successful at providing needed services to clients and our experience is that those clients have in turn succeeded because of them. However, we are not getting the same kind of interest as we used to because the economy has changed. Are there typical ways to extending services into new lines of business?**

There are two ways to look at your situation. One is that your services are no longer in demand because clients are looking for different services. The other is that their needs have changed and they don't recognize the value of your services in the terms you use to describe them. The response to the first requires a change in your consulting focus and business strategy. You will need to be confident that this is happening for all your clients (and potential clients) before you assume this perspective. Also, before you abandon your consulting practice, consider whether your services will be in demand again when the economy turns around.

The second outcome, clients just not seeing the value in your services, is something you can react to. It may be a simple matter of recasting your services in terms of what the client's point of pain. For example, if your expertise is in process efficiency you may need to reframe your described value in terms of cost control or even finding new "revenue" from your operations. If your service is training, instead of letting someone characterize it as a discretionary expense, make sure you can present training as a way to get **15%** more productivity out of every employee without increasing headcount.

**Tip:** Your brand is about the promise you make to the client. When the needs of the client shift, your promise may have to shift to match. I am not saying to offer less service or reduce your integrity. Just look at the way you describe your services. This may be uncomfortable and unfamiliar but it is necessary to make sure you are highly valued (and compensated) for providing what the client sees as "critical services" in the new economy.

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**I have heard that some consultants hire a "marketing" or "business development" person to help them sell their services. Does this really work?**

Giving someone a script with a compelling case of why your consulting services are needed and having them pitch your services for you can save you some time. Business development services can range from just making appointments to helping you with your pitch and using their contacts to identify prospects. Such a person can be especially helpful if you are a poor salesperson or have limited contacts. Financial arrangements range from flat fee, to an hourly rate to a finder's fee. You are buying, at a minimum, sales time and, at best, access to prospects you otherwise would not have.

However, the success of this approach can be compromised by two factors. First, given that consulting is a relationship business, you will still have to make the final sale. If you cannot articulate a clear value of your services or close the sale with a prospect, then appointments are unlikely to translate into engagements. Second, relatively few management consultants provide such standardized services that can easily be sold by someone else. Exploring the nature of the prospect's business and circumstances is much easier to do yourself and this is where the relationship building starts. Although not a representative sample, I have heard clients say that having another person sell your work strikes them as unprofessional.

**Tip:** There are aspects of business development you can certainly outsource. You can have someone advise you on prospects, help you with your marketing research or sales materials, even coach you on closing the sale. However, as a professional, you need to develop the relationship with the prospect from the beginning.

# Advertise here



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