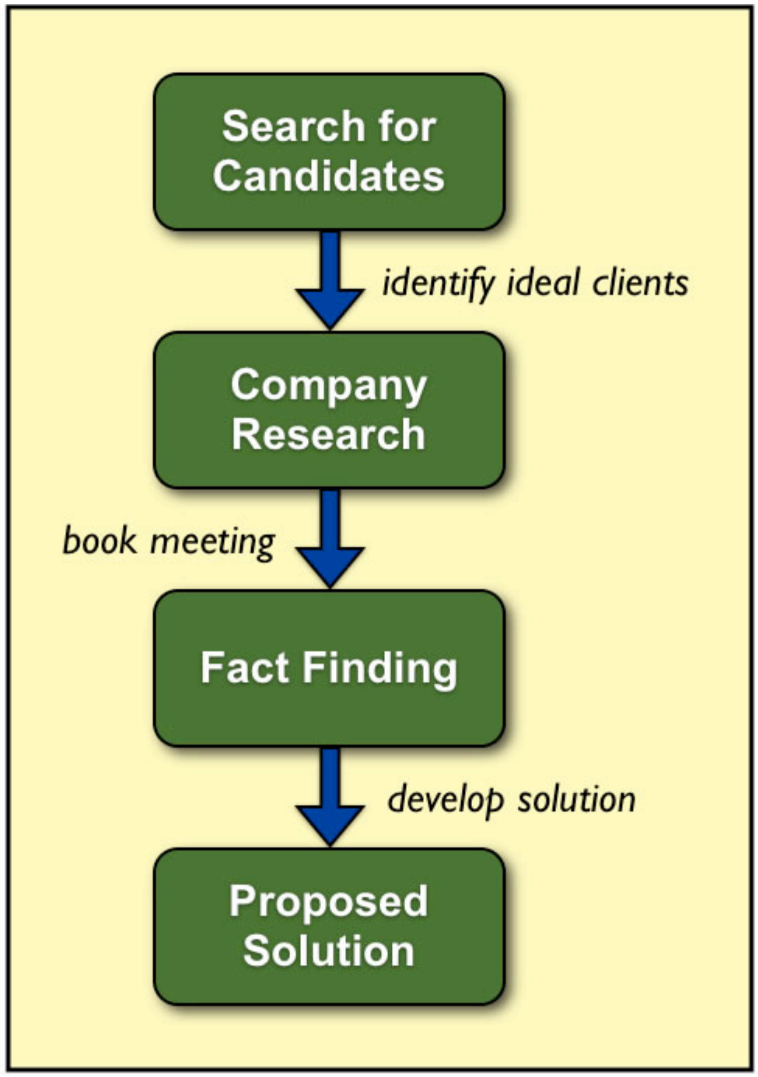
Consulting Sales Workflow



As you build your consulting business, you will find that there is a general workflow that takes place when it comes to finding new clients.

The diagram to the right can be used by anyone who is looking to break into the world of offline consulting.

This document is accompanied by supporting “template” documents that you can use to help you with each step in the process.

The Process can basically be boiled down as follows:

You initiate the process by searching for offline companies using a variety of different methods. Once you have identified ideal candidates you can start researching their business, how they operate and what kind of online marketing implementations they have in place today. Once you understand this at a detailed level, you are now prepared to make contact and arrange a meeting with the customer. In your meeting, you can conduct a detailed fact finding session and uncover all of the main problem points and areas of opportunity. From there you are now in a great position to offer a solution and present your solution in the form of a proposal.

In the end, always remember that your main job is to deliver value to your client. This process will help you identify ideal clients for you and your business and then work with those clients in a way where you can truly deliver services that help them grow their business, become more efficient, become more profitable and more current. Once you succeed with this goal, you can then position

yourself for repeat sales and referrals. This is when your consulting business can really explode and become a regular source of income for you.

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