

CONSULTANTS

Here's what you need to win new business

Every consultant pitch is different, just as every client's needs are different. But there are some universal truths when it comes to setting yourself up for success in pursuing new business. Use this checklist to make sure you have everything you need to put your best foot forward with a prospective client.

- ❑ **The right elevator pitch:** Imagine you only have 20 to 30 seconds to sell yourself to a prospective client. Develop an elevator pitch that highlights your unique value-add and align that with your prospect's business challenges. Be as succinct as possible and keep the language simple. You want to be easily understood and intriguing enough so your prospect wants to learn more.
- ❑ **Pitch deck:** The right pitch deck will help your prospective client understand your offering in a visually impactful way. Use the deck to not only share your offerings, but also acknowledge your prospect's challenges and how you plan to solve them. Provide them with a proposed solution and timeline. Be upfront with cost so there are no surprises.
- ❑ **Case study:** Don't let your past successes with clients go to waste. Share your wins with your prospective client. Once you understand your prospect's challenges, find one or two examples from current or past clients to demonstrate your ability to deliver results. Use anecdotal and quantifiable evidence to show you're the best consultant for the job.
- ❑ **Client testimonial:** Your prospective client wants to hear from more than just you. Come prepared with client testimonials from the same industry with similar business challenges so your prospect can better envision the value of your services. The more you bring your successes to life through your clients' words, the more your prospect will be able to imagine themselves realizing the same benefits.
- ❑ **References:** Build a foundation of trust with a prospective client by offering client references. Your prospect will have plenty of questions, and they know you'll probably have all the right answers. Let them verify your success and ask the questions they don't feel comfortable asking you directly by connecting them with past and current clients. Once your prospect knows you can back up your claims, they'll be eager to hire your services.