

CONSULTANTS

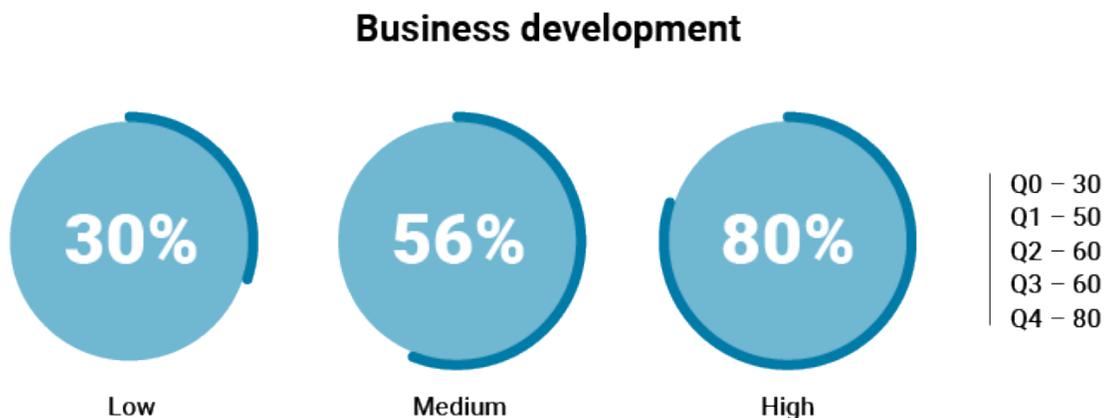
EBOOK

How to win new consulting business and keep it

You don't want to spend all your time chasing new business.

According to the [2019 Annual Consultant Report](#) administered by The Predictive Index®, consultants can spend as much as 80% of their time on business development, with the average amount of time consultants spend on winning new business at 56%. While business development is a necessary evil for consulting, it takes away from the time you could spend interfacing with your client and solving their organizational issues.

How much of your time is spent on business development vs. interfacing with your client?



The good news: There are ways to drive business development without spending all of your time selling. In this e-book, you'll learn tips for winning new consulting business—and keeping it.

Before you pursue new business, get the most out of your existing clients.

Collect and analyze as much data as you can.

The best consultants know every client interaction is an opportunity to gather information and learn. When you go into a client engagement with a learning mindset, you're not just learning about your client's issues—you're also learning how to solve those issues for future clients.

If you're a solo practitioner or independent consultant, you can build your own learning mindset. If you're managing a team of consultants, help them understand the value of each client interaction. Each learning for you or your consulting team is a lesson for your client. When you impart that knowledge, you build trust and long-term relationships. You play the short and long game.

Give your clients the ability to scale on their own.

The more data you have, the more insights you can share with your clients. Clients can then apply these learnings themselves, scaling as they grow. For example, if you have a client who's struggling with communicating change, help them create a communication methodology they can apply for all their planned rollouts. This will be a one-time activity for you, but an ongoing best practice for your client. This frees up your client to call on you to help with new challenges instead of feeling reliant on you for success in one area. This will help to secure repeat business, as your client will see the value of your services.

Don't keep your successes to yourself.

Use your client learnings to prove ROI to prospects.

Your consulting offerings will vary based on your client, but the one thing all clients want to see is value. It's essential you prove immediate and downstream ROI to your client. In fact, according to the 2019 Annual Consultant Report from The Predictive Index, the biggest growth blocker for clients is proving ROI. This growth blocker not only prevents repeat business, it makes it more difficult to secure new business, too.

What you learn from one client doesn't only benefit that one client. It can benefit your other existing clients and your prospective clients, too. Take the data you collected and measured at one client engagement and bring those demonstrable results to your next client pitch. The more anecdotal and quantitative success you can show, the more you strengthen your case. For example, if you're pitching to a prospect about improving employee engagement at their organization, give real examples from work you've done with other clients. If you improved an existing client's employee engagement scores by double digits, share where that client started, the improvement actions you prescribed, and the results.

There's another benefit to sharing client learnings: trust. The more knowledge you share with prospective clients upfront, the more likely they are to believe you can back up your claims. Transparency is essential to trust. When clients or prospects don't understand what you're offering, they're less likely to trust in your ability to deliver results. Starting a relationship with a client on the right foot will help you begin a new engagement with a solid foundation.

Build and maintain relationships with your clients.

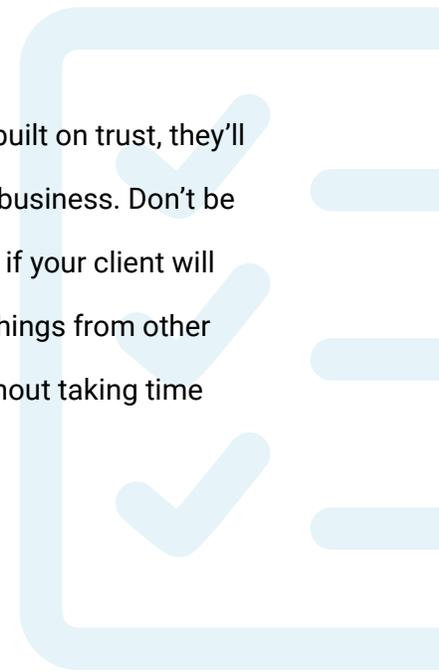
Repeat business means better margins.

The more time you spend chasing new business, the less time you have to spend doing what you do best: solving your clients' most pressing business issues. This is why it's critical to build relationships with your clients built on results and trust. Better margins and improved growth are an inevitable benefit of repeat business. Your client acquisition cost will drop with every renewal.

Remember: In order to drive repeat business, you need to be an active listener when working with clients. This way, you'll truly understand their needs and goals and deliver the right results. When you understand your client, it's easier to help them successfully tackle the challenges they're facing. You'll become a trusted partner and they'll look forward to working with you.

Let your network work for you.

When your client sees the value in your services and you have a relationship built on trust, they'll want to help you succeed. Use your existing client network to help drive new business. Don't be afraid to ask for referrals, if you can use your client's testimonial in a pitch, or if your client will serve as a reference. Prospects are more likely to hire you if they hear good things from other people they trust. Take advantage of your resources to win new business without taking time away from delivering results to your existing clients.



Interested in winning new business and keeping it?

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