

The Path of Least Resistance – Getting to the C Level

Sage advice suggests that successful consultants spend seventy percent of their time prospecting for new business, twenty percent devoted to delivery and the remaining ten percent involved with administrivia. That's the good news. The bad news is that most consultants are more comfortable with the delivery aspects of the business than prospecting. They love it, they are good at it...unfortunately most consultants are unable to close new business with the frequency necessary to be truly successful. Its not that they can't close, they just don't have enough opportunity.

Why do we follow this path? We spend our prospecting time visiting and attempting to close one client at a time; getting one referral, receiving one letter of recommendation. This is certainly not the path of least resistance. In fact, this is a slow arduous, pain staking path.

The alternative is certainly not simple but it is clear.

This general session has the makings of a SWOT analysis. This presentation will help us determine our strengths, weaknesses and opportunities associated with marketing to the "C" Level. BUT WAIT THERE IS MORE... It will also question our answers and provide us with the necessary stimulation and provocation of thought. Questions will include:

1. If your fairy God Mother granted you one wish. You could work with of present to any group or organization...who would they be? Name at least five.
2. Do you really want to be selling to the "C" level? These people may be able to make decisions but they can also be difficult to deal with.
3. Who are your economic buyers within your target group (s)?
4. Have you generated research, conducted surveys and published articles, white papers or books geared towards your target audience?
5. Where is your sweet spot? Is it presenting in a workshop environment to ten to fifteen decision makers? Or is it presenting in a key note environment?
6. What markets do you harvest the greatest number of leads from? And what do you generate in revenue per presentation? Is this where you want to be?
7. What is the value that you provide to these economic buyers?
8. How do you differentiate yourself from other experts?

Bill Wagner began preparing for this presentation eight years ago while he was struggling as a fledgling consultant. Going to chamber events, the chicken luncheon circuit and asking for leads from either of his friends clearly wasn't going to work. The thought of taking up golf in itself was painful. Imagine having to spend three hours with people you barely know and having to carry on an inane conversation was almost too much to think about.

One afternoon he was reading the trade show section of Entrepreneur Magazine when the alternative became clear. The Young Entrepreneurs Organization (YEO) was meeting in Los Angeles and he wanted to be there. Bill convinced the Director of Marketing and their Executive Director that he could provide a unique value to their members. The result was that he became a sponsor of the event and presented to 200 YEO members at this meeting. From that one

presentation his business added twenty new clients. Today, Bill has spoken to both Chapters and Forums of the Young Presidents Organization and the Young Entrepreneurs Organization. He has since presented to more than 120 workshops for The Executive Committee (TEC), the International Franchise Association, The Council of Growing Companies and the Foundation of Enterprise Development to name a few. The bottom line is that if he can do it...you can do it and he will show you how.