

How to

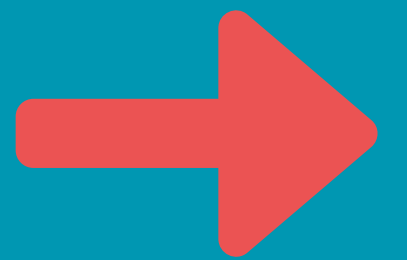
Create Demand

For Your


Consulting

Services - 3

Here's part 3  
of my 5-part  
series on  
creating  
demand for  
your  
consulting  
services.



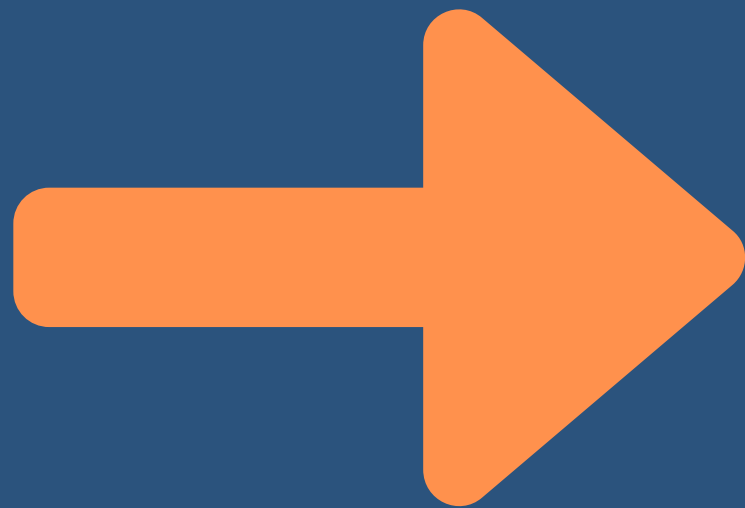
Consultant, what can you do to cut through the noise and drive demand for your services?



To attract serious buyers you need to paint a picture about what is possible to achieve when they do things you recommend.

Laying out  
specific outcomes  
or gains that are  
meaningful to  
your buyer can  
cut through the  
noise and make  
them sit up and  
take notice.

Here's a framework  
you can use to  
structure the  
outcomes of your  
solution.



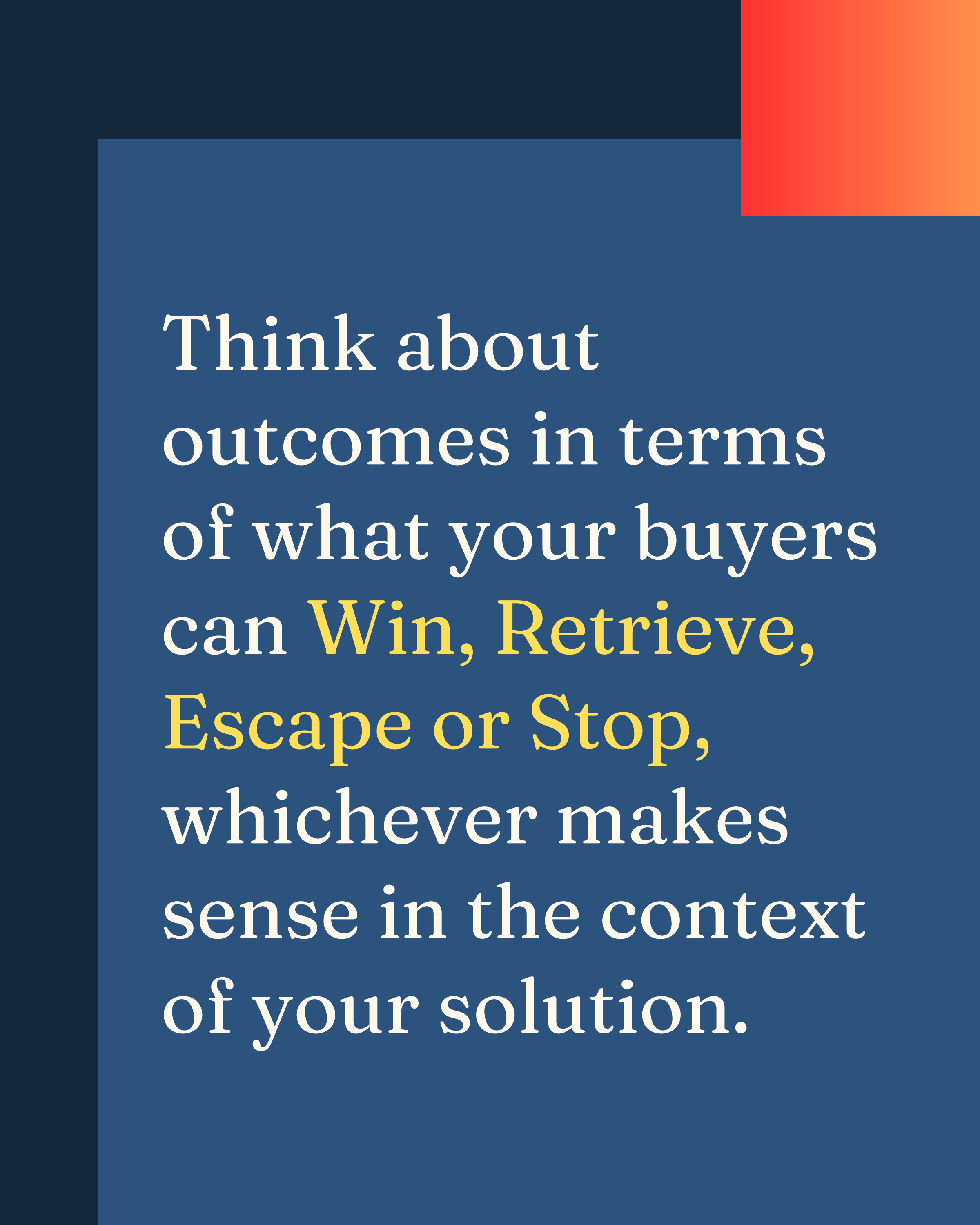


**WIN**

**RETRIEVE**

**ESCAPE**

**STOP**



Think about  
outcomes in terms  
of what your buyers  
can **Win, Retrieve,  
Escape or Stop,**  
whichever makes  
sense in the context  
of your solution.



## EXAMPLES - WIN

- More weekly sales
- More profitable customers
- More cash left over at the end of the month
- Higher share of wallet
- High-quality talent that wants to work with you.

## EXAMPLES - RETRIEVE

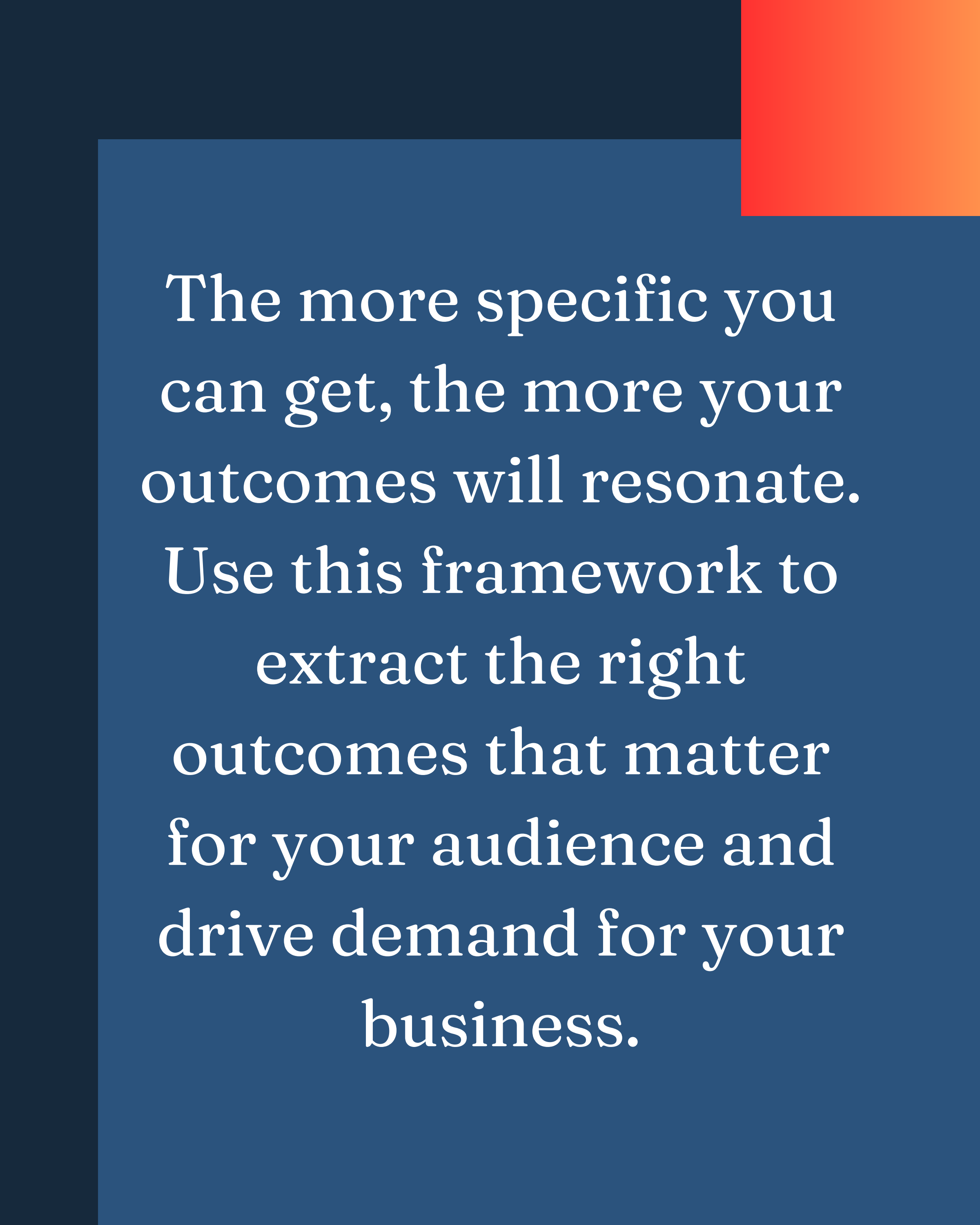
- Retrieve or win back lost customers
- Retrieve your lost brand/reputation
- Retrieve the IT department's reputation after a challenging digital transformation project

## EXAMPLES - ESCAPE

- Fines and penalties
- High tax bills
- High research & development costs
- Legal liabilities

## EXAMPLES - STOP

- High employee turnover
- Customer churn
- Management infighting
- Toxic culture



The more specific you  
can get, the more your  
outcomes will resonate.

Use this framework to  
extract the right  
outcomes that matter  
for your audience and  
drive demand for your  
business.

Master this  
framework and more  
to drive demand for  
your services.



Faheem Moosa  
Consulting Leap



Watch this space for  
more consulting  
demand creation  
tips (and a special  
masterclass)  
coming soon.

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