

How to

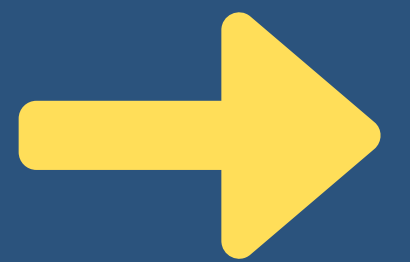
Create Demand

For Your

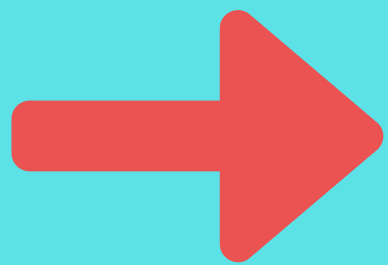
Consulting

Services - 5

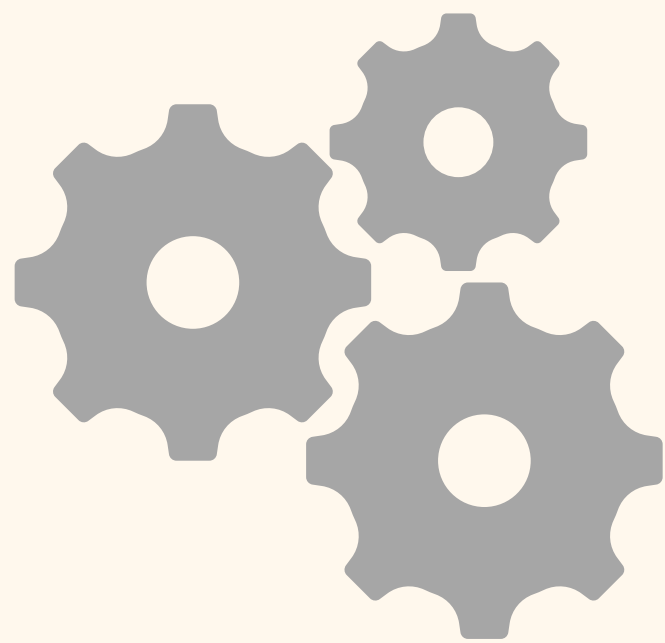
Here's the
final part in
my 5-part
series on
creating
demand for
your
consulting
services.




When a buyer of consulting services comes across your solution, the biggest question on their mind is this:



**DOES
IT
WORK?**



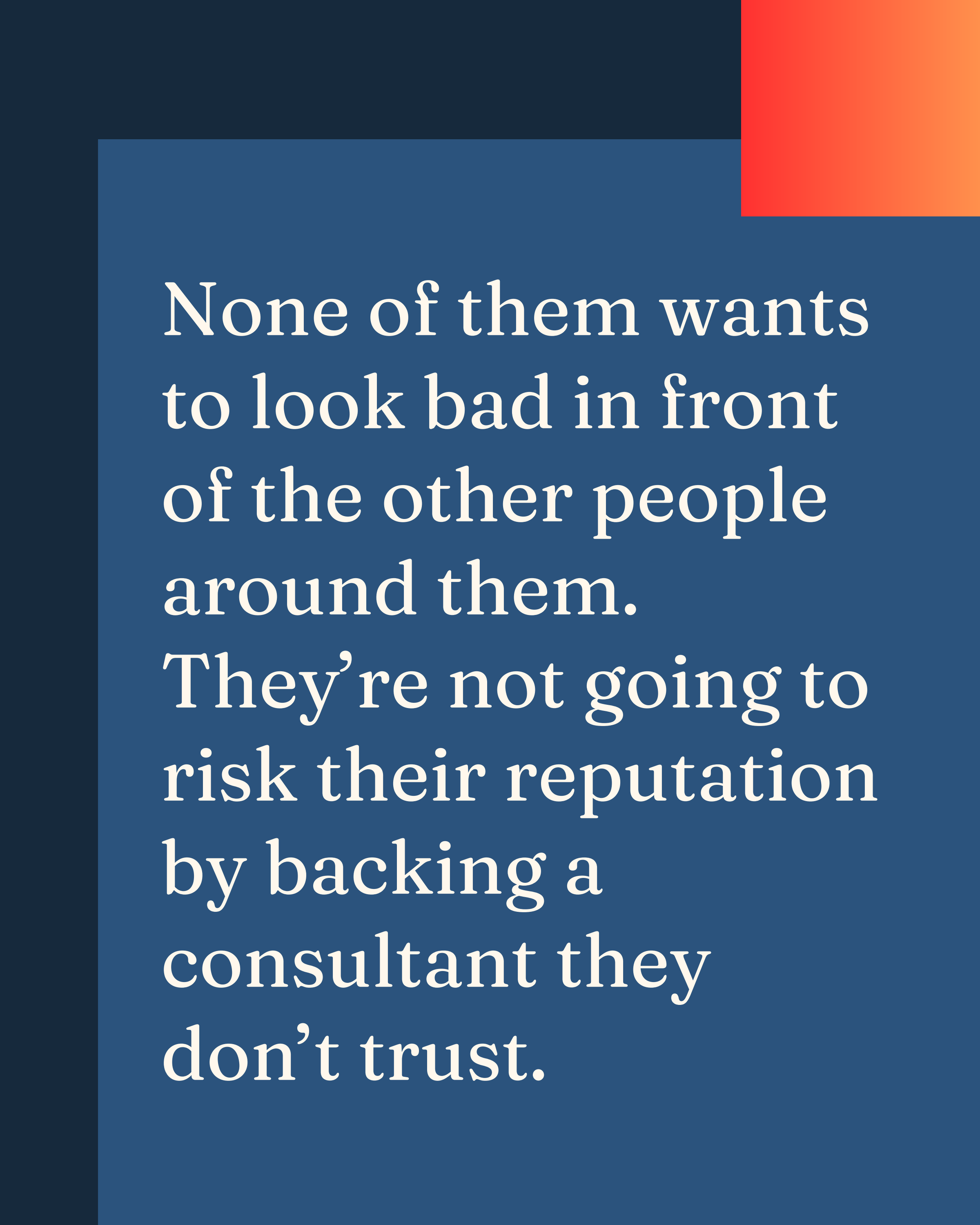


When you're
selling consulting
services that cost
thousands or tens
of thousands of
dollars, buyers
want certainty.

Here's the other thing




B2B buying decisions are typically influenced by a **group** of buyers within an organization and not always by a single individual.




None of them wants to look bad in front of the other people around them.

They're not going to risk their reputation by backing a consultant they don't trust.




Buyers want to
feel confident
they're making
the right
decision.




So when you're
selling anything
intangible, what
you really should be
selling is
confidence.

**HOW DO
YOU SELL
CONFIDENCE?**





By showing
your buyers
that others like
them have got
results you
promise. Call it
what you want:

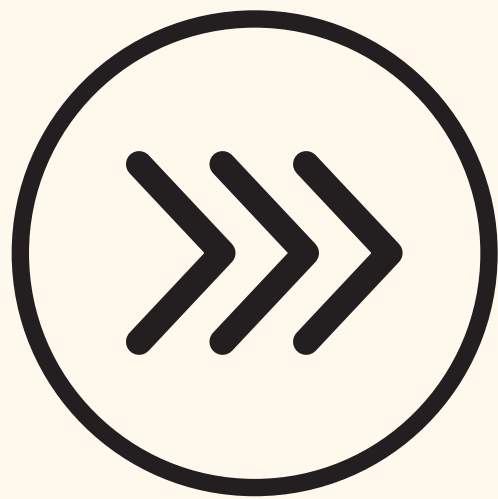


- Customer stories
- Testimonials
- Social proof
- Case studies
- Candid customer video interviews

SHOW buyers that your solution works and gets results.

Sell confidence and
drive demand.

And one more thing...





Faheem Moosa
Consulting Leap



Want to learn how you can consistently create demand for your consulting business throughout the year? Register for our "Consulting Demand Creation Masterclass" on August 11. Details in the post and comments.

www.consultingleap.com