

How to

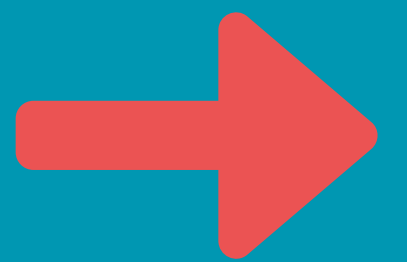
Create Demand

For Your


Consulting

Services - 2

Here's part 2
of my 5-part
series on
creating
demand for
your
consulting
services.



Consultant, how do you create demand for your consulting services amidst all the noise out there?



Most buyers don't
think through
their decisions
about their current
process or
solution.

They find
comfort in
maintaining the
status quo.

Making a
change is **hard,**
time-consuming
and even **risky.**

So as a seller of
“nice to have”
consulting services,
it’s on you to
articulate to your
audience what
consequences can
follow as a result of
doing nothing.

Consequences
such as



EXAMPLE

The impact to their gross margins if they continue to do things the old and established way, which affects the ability to hire the best people, re-invest in the business, etc.

EXAMPLE

The threat their top 2 competitors pose to their current market position.

EXAMPLE

The impact that infighting and a toxic workplace culture have on their non-profit attracting new donors.

This is not
fear- mongering



Pointing out risks without exaggeration demonstrates you have empathy.

Serious buyers will appreciate you for helping them see potential risks they didn't consider before.

This can help them
see the bigger
picture, spark
conversations within
their teams, evoke
curiosity and
position you as an
expert in their eyes.

That's how demand is created. Demand for change, and demand for YOU.



Watch this
space for more
consulting
demand
creation tips
coming soon.

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