

Consultants - Market Your Ability to Assess

By Mike St. Angelo

The most difficult task a consultant has is to convince his potential client of his ability to assess the current reality his client is dealing with and convey credibility for his visceral knowledge, subject matter expertise and problem solving process. The competition is fierce and the larger consulting firms usually win the bid simply because of their size; the philosophy being that bigger is better, or at least more structured.

There's a new game in town...

What if your bid, and your website, could offer a sample of your work? And, what if you could benchmark all your potential clients that come to your website to develop trends that you could confidentially portray in your proposals? Your marketing plan could include developing an on-line assessment that is consistent and provides real data, from real people, about real problems in real time. Then you could put a working sample of your assessment process on your website for your clients to view and actually use before they process the proposal and award the contract. You could then use the data collected to establish trends that you could use in your next bid.

Businesses today, for the most part, are missing one area of Business Intelligence that is so obvious it is invisible. This area is where large consulting firms who once depended solely on Six Sigma and other quality disciplines are now beginning to focus. People. They are all looking for a way to integrate the actions and opinions of their employees (and in some cases their vendors and customers) into very insightful strategies by analyzing behaviors. Every client I have worked with over the last five years eventually gets it. You need to analyze Actions, Attitudes, Ideas, and Processes associated with Policies, Disciplines and Behaviors to find out what's really going on. Most companies experience Performance Stall associated with the implementation of programs and initiatives. That is the point at which performance stops improving (growing) and begins to decline. Most often, the focus is on other things, "You don't know what you don't know", but the larger organizations are beginning to find that the lack of integration of Policies, Disciplines and Behaviors are a major cause of Performance Stalls. Other Business Intelligence applications analyze data through mechanized and rigid data sources (not behavioral). These systems disregard the performance actions of the human resources that are interacting with and directing process actions.

What if...

- Every employee, customer and vendor could confidentially and confidentially tell you what they are really doing

- This information could be captured with minimal disruption in the workplace in a very short time
- The information could be instantly processed sorted and compared to best practices, standards or a clients requirements
- Dashboards and graphical displays were available and could be configured to see and compare relevant information
- The information was always available, consistently displayed and easy to update

Best Practice organizations are demonstrating that this would enable better decisions, planning and prioritization, along with reducing the risk of failed programs, initiatives and decisions. And, they are saving money, customers and jobs. Now, your organization can have the capability to market this assessment ability, as your own, on line, to accomplish the required objectives. You may also provision a sample of that assessment from your website, and in your proposals, to demonstrate your abilities and provide benchmarking information that will boost your credibility and help you win business.

About the author

Mike St. Angelo is a Co-Founder and CEO of NeuraMetrics Inc., a company that has innovated, designed and developed web-based business intelligence tools to drive growth and operational excellence for small, medium and large business enterprises in all industries. For over 30 years, Mike has been a proven leader in new product introduction, business development, marketing and sales. His expertise has been successfully leveraged in industries as diverse as petrochemical, pharmaceuticals, process automation, law enforcement and software development.

Contact Mike at mstangelo@neurametrics.com or by phone at 904-246-9733