



Consulting on Purpose

IEEE Consultant's Workshop
September 23, 2017

Joel Sandahl

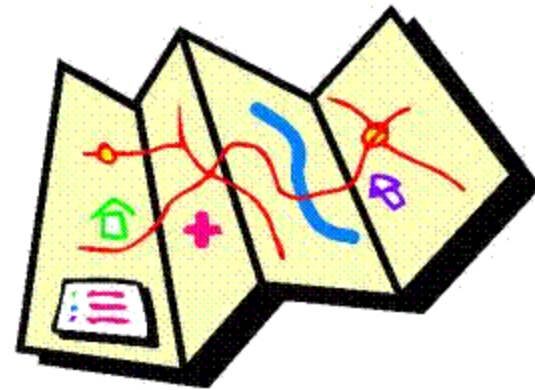
ZX Technologies, Inc.

760 Spanish Oak Trail
Dripping Springs, TX 78620 USA

E-Mail: jsandahl@zxtech.net

Consulting: Many Paths/Reasons

- Independence
- Supplement Income
- Business/Market Impact
- Giving Back/Mentoring
- Retirement/Engagement
- RIFF



Consult **with** Purpose

It's a business ...

- Satisfy a need
- Make sure it's a need that someone cares about

Why do clients retain consultants?

- Faster (staff augmentation, skill sets, domain knowledge)
- Cheaper (lower staff costs, skill sets, domain knowledge)
- Better (skill sets, domain knowledge)
- Essential (skill sets, domain knowledge)

Be unique (or at least extraordinary) ...

- Be unique (or at least extraordinary) at what you do
 - Faster
 - Cheaper
 - Better
 - Essential

- Invest in your uniqueness

Not sufficient to be great ...

- You may be great at what you do ... but it won't matter unless prospective clients learn of your greatness
- Referrals are the only meaningful marketing tool
 - Prospecting
 - Pre-engagement
 - Post-engagement
- Favorable referrals come from delighted clients
 - Track record for results/performance/impact
 - Reputation/integrity

Pay Attention to Terms of Engagement

- “Work-for-Hire”
- Payment Terms
- Confidentiality
- Non-Competition
- Non-Solicitation
- Intellectual Property
- Ownership

Takeaways

- Consult with purpose
- Satisfy a need – that someone actually cares about
- Be unique – faster, cheaper, better, essential
- Invest in your uniqueness
- Referrals are your path to market – treat accordingly
- Pay attention to terms of engagement
- Go out, have fun, make a difference!



Thanks!

Questions?