

Why people are frightened of buying consultancy

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Your clients buy because they have to, not because they want to. They are frightened.

Admission of their own incompetence

Buying consultancy is admitting to their colleagues that they are not competent to do it themselves. Emphasise that few firms have the time or the special skills, or that they need an outside view. Efficient firms downsize and buy in expertise.

Hard selling consultants

They are afraid that slick salesmen will con them into buying consultancy they do not need.

Consultants may get them fired

Consultants are seen as being responsible to no one. Clients fear that they may recommend that the person employing them is fired.

Incompetent consultants

They have heard stories of incompetent consultants. They do not know if you are competent.

Consultants push a product

Consultants may push ISO 9000 or another product such as software because it is what they know, not what the client needs.

Consultants create dependency

They may establish systems that need consultancy input for ever such as validating >Investors in People= or ISO9000.

Consultants charge high fees

Clients think of consultants as being very expensive, but have no real understanding of how much their permanent staff cost them.

Consultants will not give enough time to do the job properly**Confidentiality**

Any name dropping when selling may be seen as breaching confidentiality.

Second XI

They think that they will pay for the top consultants who do the selling, but will get cheap recent graduates.