

MCN Consultant Training

Essentials for Consultant Success

1. Keep the faith when the client is canceling or not paying.
2. Jump into writing and re-writing procedures. There is tons of work here.
3. Stay on the path through different employees who come and go in your clients company – keep focused on getting the right employee. Don't get too attached to the current set up.
4. Be ready to do a fair amount of work yourself. Most of the client projects that you think should be handled by the client can, if the client does not make progress, be handled by you.
5. Write papers for training that the client needs on unique subjects and bill the client. Then utilize the papers, if they don't contain confidential info, with other clients. This is a great way to get paid while you write a book and develop your own material.
6. Through the use of questions, the spark of emotion and accepting your genius and saying what you think. Scratch the scab off the wound and jump into the problem. There may be some bleeding.
7. There seems to be two types of long-term clients - the project-oriented client and the one open to continuous goals coaching. Your goal with the project-oriented client is to keep at least 3 ongoing projects in mind and keep them going step-by-step before the current project (or projects) ends. The client open to continuous goals coaching should continuously be inspired to break on through to the other side of their obstacles.
8. Get hooked up with employees and work with them along with the owner. This is especially important if the owner tends to be too busy to meet with you. Many times they do not mind you working on goals and improvement issues with their employees. This is good since the

employees tend to keep their appointments a lot more often than a busy owner. It provides a lot more billable time.

9. Periodically give the client a “speech” about their company and its future. Make it well thought out and inspiring. This motivates the client to keep going after their Vision and Goals and to continue to work with you since you care about them more than anyone else in the world.
10. Make a strategic alignment with key people in the organization. Help them to achieve their goals, better communicate and shine in the eyes of the owner etc. Help them feel good about working with you.
11. What else?