27001 Academy
ISO 27001 and ISO 22301 Online Consultation Center

How to sell ISO consulting services

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How to perform sales and marketing as a small ISO consultant

If you're starting your career as ISO consultant…

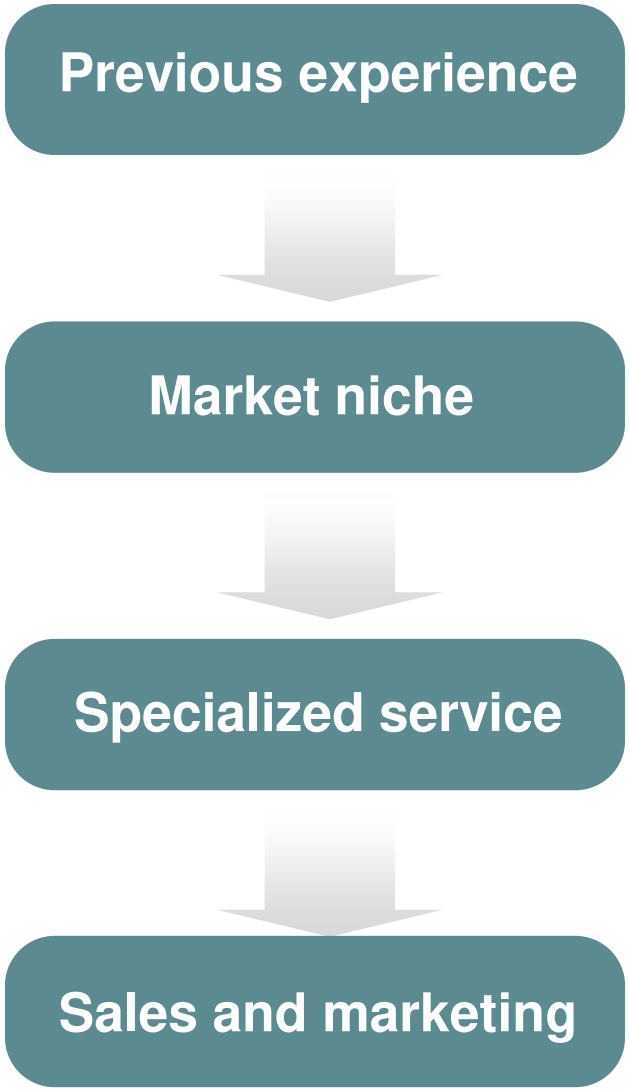
… one of the most important skills is how to sell your services

Consultants skilled in sales and marketing will be more successful than those skilled in an ISO standard

Agenda

- Defining your focus
- Sales methods
- Types of Internet marketing
- Developing an elevator speech
- Determining the pricing
- Main concerns when doing a consulting job

Defining the focus



Sales methods

- Using contacts from previous positions
- Direct sales (telephone, face-to-face)
- Speaking at conferences
- Writing expert articles for journals
- Delivering courses
- Partnerships

Types of Internet marketing

- Publishing the blog
- Commenting on other popular blogs
- Social media – LinkedIn, Facebook, Twitter
- Participate in discussion groups
- E-mail campaigns
- Paid ads (Google, LinkedIn, Facebook…)
- Webinars
- Writing a book

Developing an elevator speech

- Short speech you should use to convince potential customer to buy your services
- Not more than 45 seconds
- Use a vivid example!

Determining the pricing

- Lowest bidder is not going to get the most of the business!
- Do not decrease the prices, increase the quality / amount of services
- New market niches = higher prices
- More customization = higher prices
- Mature markets = lower prices
- Price per man/day or per job

Main concerns when doing a consulting job

- Finding new clients and having a consistent positive cash flow
- Resolve client needs with our service and establish a trust relationship
- Evaluation of customer real needs and time needed from (mainly) obstructed information
- Know which client I should accept and which not
- Commitment of top management of client company

Conclusions

First couple of months of being a consultant are the toughest

Make sure you are very persistent in your sales and marketing (and that you have enough cash) to survive

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Q & A

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