

How to sell ISO consulting services



Presenter: Dejan Kosutic

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

- 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



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

- 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

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

- 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

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

Q & A



Dejan Kosutic

Thank you!

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