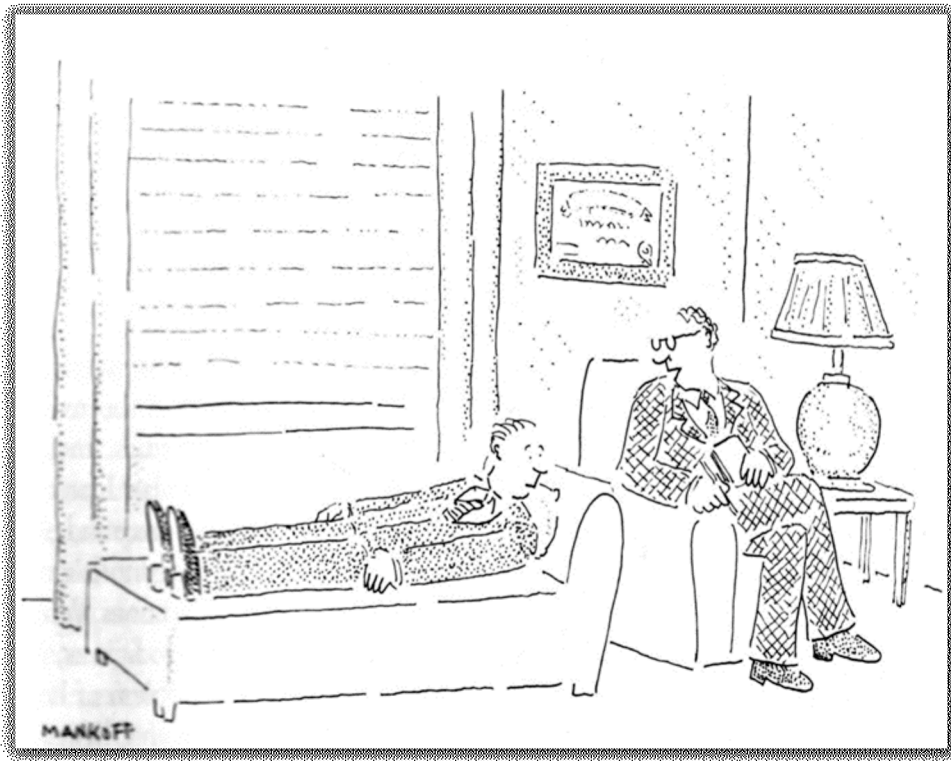


Prospect Triage: Identifying and Separating Those Who Are Great to Work With from Those Who Aren't



"So, what part of malignant regression and pathogenic reintrojection as a defense against psychic decompensation don't you understand."

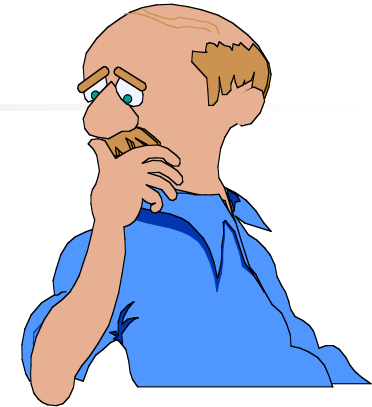
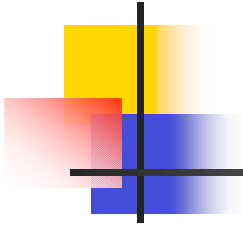
... gaining insight into your current and future clients



Desired Outcomes From An Engagement



- Success for the Client
- Income and Profit
- Satisfied Client
- Repeat Client
- Referral
- Leverage or Extraction



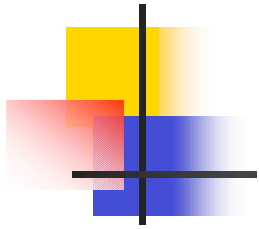
*What are the primary motivators
of consultant services buying
behavior?*



Pre-Requisite for Buying: The Economic Factor

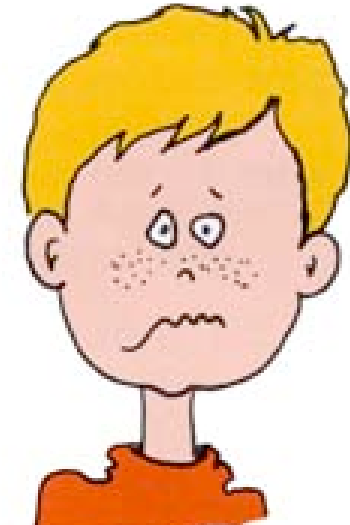


All economic value begins with a customer's willingness to exchange their cash for what they perceive has physical, emotional and/or economic value beyond what they expended



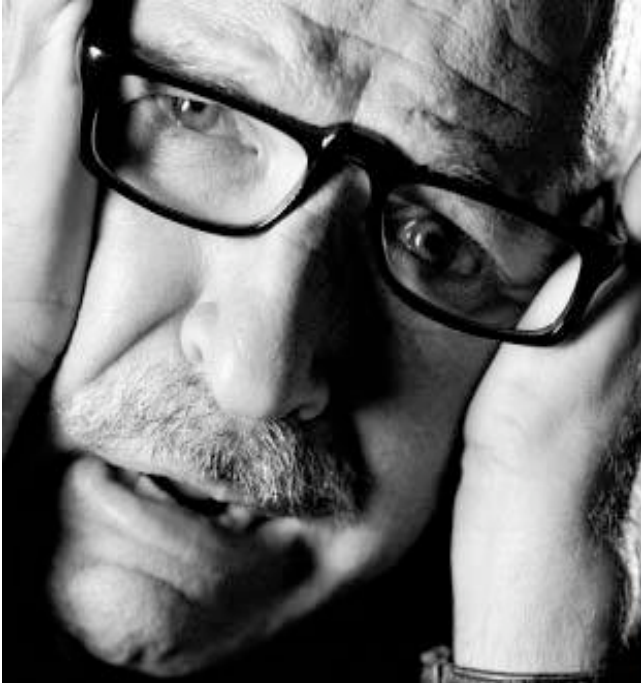
But, Not All Engagements With a Solid Economic Impact Potential Are Successful

What else can we discover about buyers that might predict success?

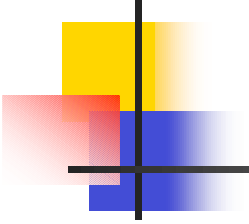




Identifying and Avoiding Bad Clients



- STUMPS
- Takers
- Opportunists
- BMMDIs (Boss Made Me Do It)
- Terrible Troubled
- Frustrated Drivers
- SGOs (Sincerely Growth Oriented)
- Don Quixotes/Dreamers



Type 1: Approach-to-Business (ATB) Scale

Assessing the ultimate decision-maker and likelihood of a significant engagement

- STUMPs **STUck in the Mud People**; will never change; never buy
 - Takers steal ideas and concepts; may try to do it internally
 - Opportunists buys the bare minimum, or in small chunks, hoping that each will be enough to effect the outcome desired
 - BMMDIs “Boss-Made-Me-Do-It”; will engage only long enough to satisfy the boss; lacks personal commitment and belief
- | | |
|-----------------------------|--|
| ■ Terribly Troubled | desperately looking for alternatives; decides quickly; spends a lot, but may not buy the best solution |
| ■ Frustrated Drivers | studies alternatives intensely; commits quickly; expects quick visible results |
| ■ Sincerely Growth Oriented | long term engagement; considers alternatives; long-term commitment to achieve ultimate goals |
- Don Quixotes dreamers; imagine themselves as white-knight saviors; may struggle to garner organizational buy-in and support



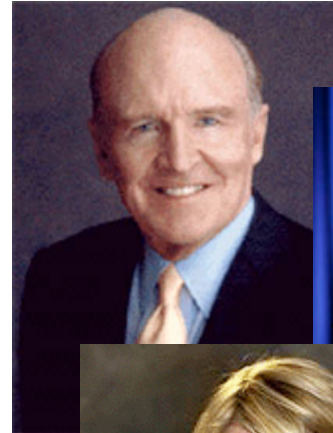
The Stats

<u>ATB Style</u>	<u>TT/SGO/FD</u>	<u>Opportunist</u>
■ <i>Share of all business generated</i>	71%	23%
■ <i>Largest single long-term project</i>	\$300K+	\$7.5K
■ <i>Length of engagement (months)</i>	30	3
■ <i>Ratio of largest annual client activity values</i>	6:1	



Final Type: Opinion Leaders

- Strong believers
- Well-networked
- ✓ High-network credibility
- Natural salesmen



The intra-market network is 13 times more effective in the adoption of a new idea than mass media

Reading the Decision Maker

How to tell what type you are really dealing with?

- Long-term vision
- Track record
- Commitment level
- Expectations, accountability, checkpoints
- Decisiveness
- Non-charismatic, skeptic or controller
- Intra-market network factors



The sales person gets lied to the most



The Key is the Client Ability to Affect Change

Lesson:

Terribly Troubled, Frustrated Drivers and Sincerely-Growth-Oriented types create a much higher probability of success than other types

Corollary: The probability of people changing their types in the course of a project is very, very low

