

How to

Create Demand

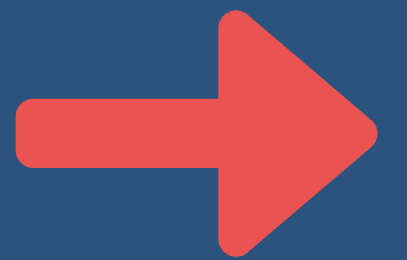
For Your

Consulting

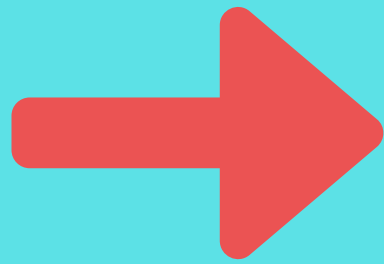
Services - 4


ALMOST
THERE!

Here's part 4
of my 5-part
series on
creating
demand for
your
consulting
services.



Consultant, here's
how to present your
solution to your
buyers.

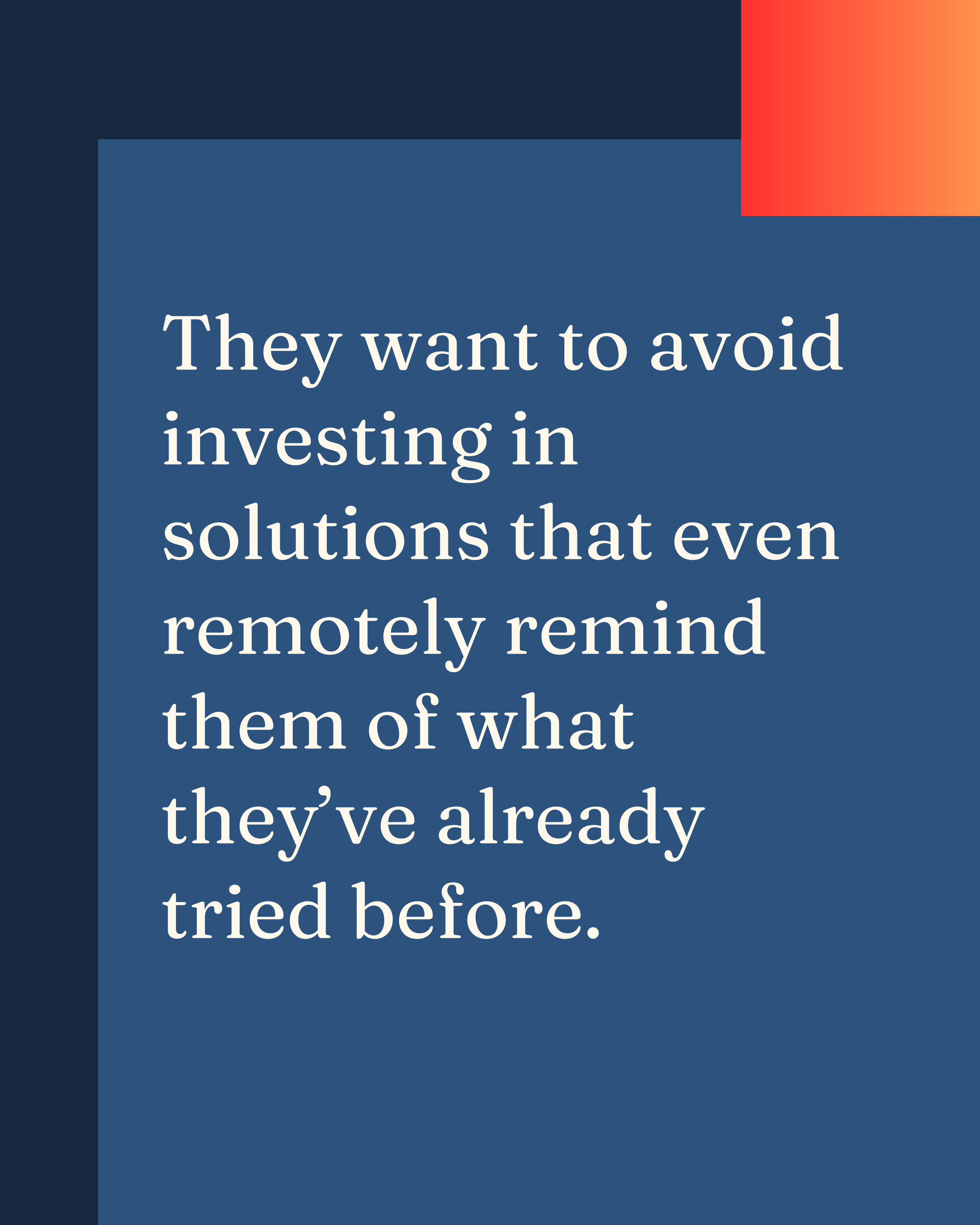




Chances are that
your prospects or
buyers have tried
solving their
problem before.


They might have used existing resources, hired in-house resources, bought a piece of software, outsourced part of the process or even hired your direct competitors.

Buyers may have tried a few options in the past, they know what they don't like and in some cases are even **fed up** with some of the options.




They want to avoid investing in solutions that even remotely remind them of what they've already tried before.

As a seller of consulting services, you must present your solutions in the context of all of those options that buyers have tried before.



State **HOW** your
solution is
different and
WHY it will help
the buyer achieve
their desired
outcomes.



That will help
buyers value your
message more and
be curious to learn
more about your
solution.

That's how you create demand. Master this idea and the others in this series to drive demand for your consulting services.

One more thing 



Faheem Moosa
Consulting Leap



Want to learn how you can consistently create demand for your consulting business throughout the year?
Register for our **"Consulting Demand Creation Masterclass"** on August 11.
Details in post and comments.

www.consultingleap.com