

How to

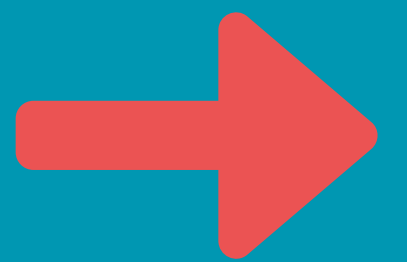
Create Demand

For Your

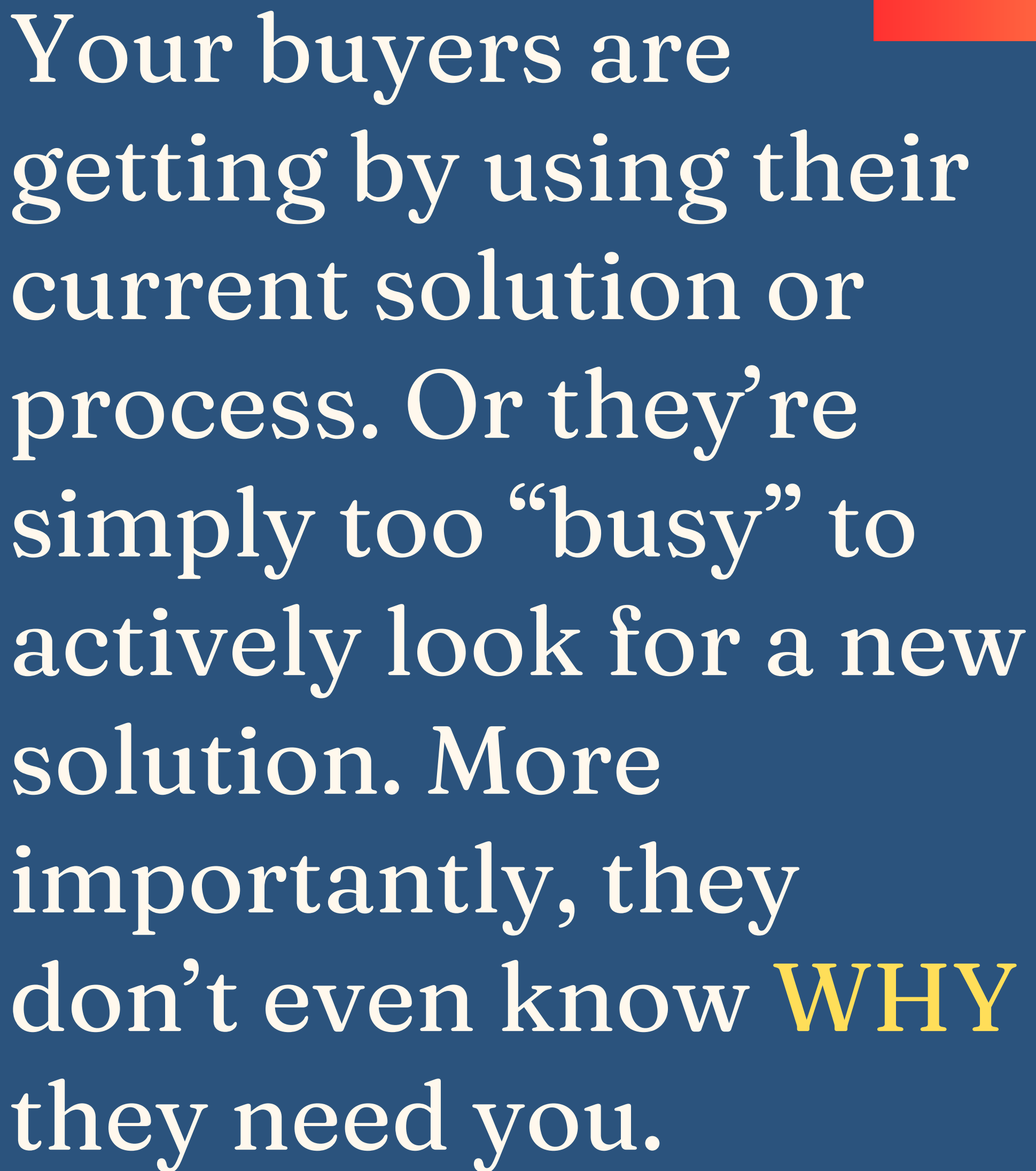
Consulting

Services

Here's part 1
of my 5-part
series on
creating
demand for
your
consulting
services.



Most consulting services are not must-have services, so **what you say** to your audience truly matters if you want to attract their attention.



Your buyers are getting by using their current solution or process. Or they're simply too "busy" to actively look for a new solution. More importantly, they don't even know **WHY** they need you.

So what can
you do to
attract their
attention and
create
demand?

Here's what
you do →

You show
them you
understand
their **present**
pain.

Swipe for
examples 



Highlight the pain
your buyers are
seeing, hearing or
feeling right now.

Such as...

EXAMPLE

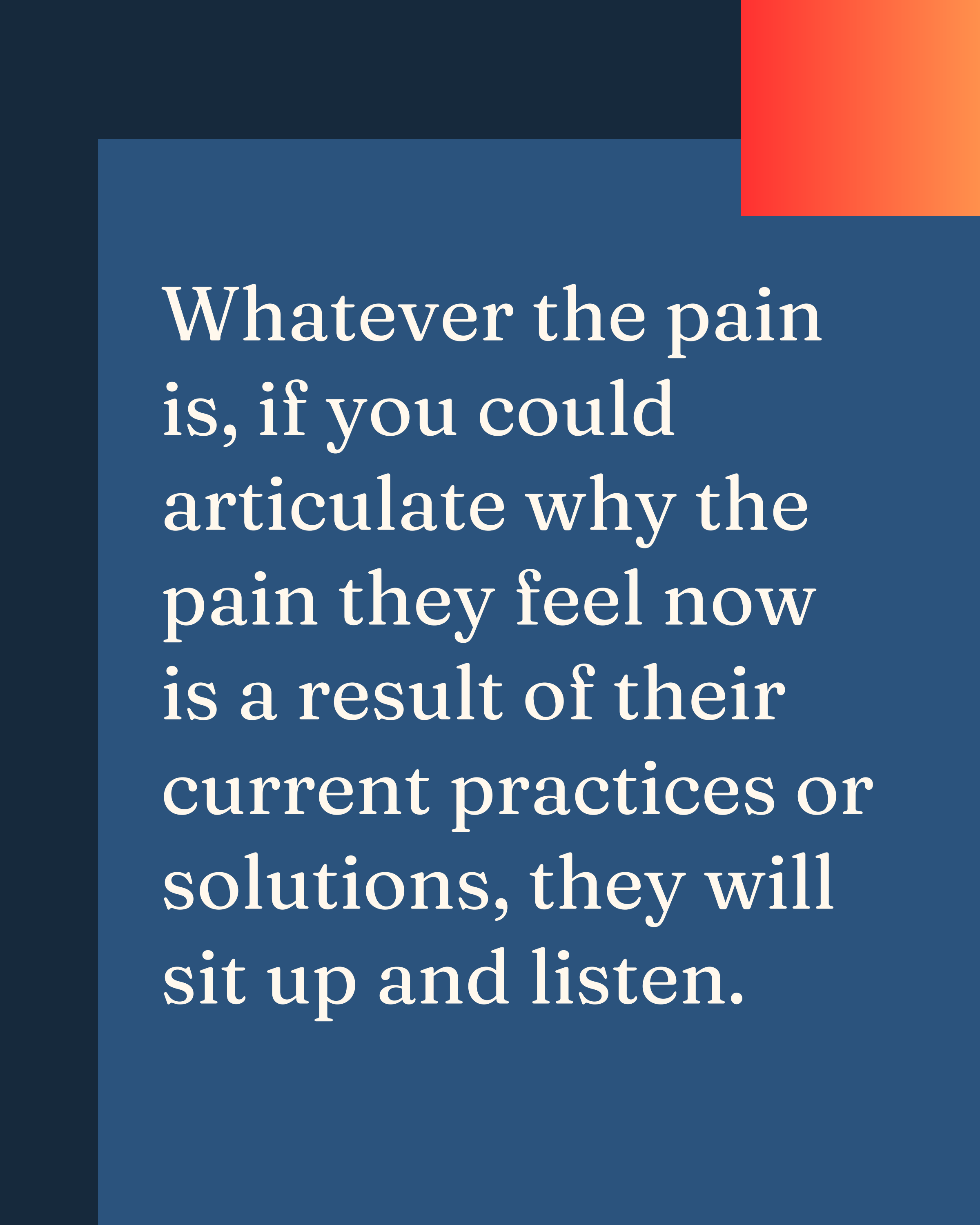
The pain of losing their best people to their competitors, which leads to abandoned plans, work piling up, declining margins.

EXAMPLE

The pain of discounting to access shelf-space at top retailers, only to find themselves struggling to pay staff and vendors.

EXAMPLE

The pain of having to attend conferences and listen to keynotes of how younger competitors have grown exponentially, but your buyers companies haven't



Whatever the pain is, if you could articulate why the pain they feel now is a result of their current practices or solutions, they will sit up and listen.



Watch this
space for more
consulting
demand
creation tips
coming soon.

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