

# Feast or Famine: How to Market and Sell Your Way Out!

## Situation:

Whether times are good or times are bad, the “feast or famine” state is one that many consultants experience. In a down economy, that can shift to just famine. But moving past this pattern is not a function of the economy – it’s a function of your ability to build long-term relationships and to consistently market and sell the stories of customer value you have to tell. There are key steps that while logical and simple – can be difficult to implement when you need the next gig and the phone isn’t ringing.

## Learning Objectives/Outcomes:

In this lively 1 day session, participants will learn to:

- Relationship Building for the long haul
- Networking Realities and the Need for a Plan
- Execution of low cost, high touch marketing
- Value Propositions – it’s not about YOU!
- Focusing on the customer, not your “expertise”
- The power of customer stories
- Letting the customers speak and sell themselves

## Testimonials:

- *“It’s rare that a seminar can really change the way you think about a topic. Thank you for an excellent session.”* - Accountant/Partner, CPA Firm
- *“Yours was the first presentation to keep my attention in a very long time. I love your style.”* - Corporate Productivity Coach

## Format:

One full day (w/2 breaks & lunch)

