

## Adding Value for your Customers and Consulting Business



Working as a consultant is a challenging profession. When working with organizations to improve performance you have to think about keeping a few balls in the air.

These balls or activities include:

- Identifying work opportunities with desired customers
- Demonstrating professionalism on consulting projects
- Delivering value for the customer
- Earning return and referral business

Here are some tips for your consulting business that have served me well:

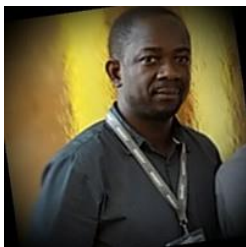
1. **Understand the customer** – gather information on the industry sector, key issues and trends.
2. **Confirm there is a fit** – validate your professional services will add value for the customer.
3. **Create awareness about your services** – research the best methods to communicate with the customer and execute accordingly (e.g. attend a meeting, make a presentation, write an article).
4. **Meet with interested customers** - learn about their vision, mission, core values, goals and objectives, issues of concern; share the return-on-investment that is available with implementing the best management practices found in an excellence model.

5. **Validate interest** - confirm there is a fit between your professional services, the project requirements and available budget.
6. **Write a proposal** - demonstrate your understanding of the customer situation and describe the project that will be undertaken with respect to scope, objectives, tasks, fees, expenses and timing.
7. **Show professionalism** – use tools and resources that match the requirements of the project and offer a simple and straightforward approach and a time efficient and cost-effective process.
8. **Engage and involve stakeholders** – deliver more value than anticipated such as transferring knowledge and developing skills with employees, capturing their perceptions and involving them in improvement activities.
9. **Write action-oriented reports** – provide a summary of what is going well and what needs to improve, share best-in-class examples and develop action plans to address opportunities for improvement.
10. **Provide support as required** – help customers to be successful in their improvement activities with services such as: training, coaching, mentoring and providing assistance.

I really enjoy doing work in the excellence area and never get tired of helping customers to get results. In addition to leveraging my academic and work experience, my involvement with others has been beneficial too.

Being a Licensed Professional with Organizational Excellence Specialists (OES) <https://organizacionalexcellencespecialists.ca/team/> has helped me deliver value to customers and my consulting business. There is a turnkey toolkit that we use, shared resources behind the scenes and a team of seasoned professionals that offer different areas of speciality. The affiliation has allowed my small business to offer much more than if I operated independently.

#### About the Author



Francis Otolu is a ROES with Organizational Excellence Specialists and serves as a member of the research team for the Global OE Index. He is located in Nigeria and has earned a BSc (Management) and ISO 9001 Lead Auditor designation. Since 2004, Francis has worked with organizations to standardize operations, apply quality methods, tools and techniques and achieve results. He has particular expertise with ISO standards (9001, 14001, 18001) and working with organizations in the business, education, aquaculture and construction sectors. LinkedIn <https://www.linkedin.com/in/francisotolo/>