



Take a leap from being an information specialist to becoming an information/knowledge consultant II.

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Content: inevitable part of a value chain

1. Deep understanding of the clients (listening)
2. Building the portfolio (based on S and O of SWOT)
3. Marketing / PR-mix
4. Inbuilt marketing (in the deliverable)
5. Developing of client contacts („becoming an information/knowledge consultant”)

Deep understanding of the clients (listening)

- Study your prospective client „Be quick in listening and slow in speaking”
- Listen to their conversations: implicit demands behind their explicit conversations?
- Your last employer – your first client?
- What would increase their business / success, their processes leaner and more cost-effective (CSF)?
- *Marketing*: developing and controlling sales;
Public Relations: establishing and maintaining trust; managing messages to stakeholders

Building the portfolio (on S and O of SWOT)

- SWOT – assess and develop core competences; your weaknesses: do you need a subcontractor?
- Assess the union of user’s demands and your strengths
- Make a trend and competitiveness analyse to your possible segments
- Strategic partnership with a colleague (other information consultant)?

Marketing / PR-mix (investment)

- Build *identity* (name, logo, styles, site etc.) to *image*
- Elevator [lift] speech – based on the client’s benefit
- References (quasi deliverables in the beginning)
- E-Environment scanning (and reacting)
- Trade shows, education, presentations, trainings, non-sales occasions
- Publications in your / other sites / periodicals / mailing lists of the target group
- Professional networking (e.g. associations)

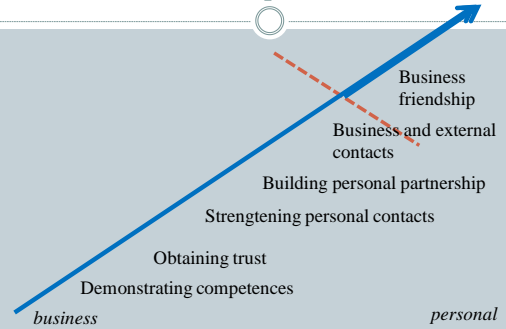
Inbuilt marketing (in the deliverable)

- Incorporated in the business plan
- Deep source: your personal culture (faith, values, rituals), mentality
- Inbuilt in the deliverable (saving time and money)
 - professional design / format, identity
 - clear structure
 - executive summary
 - further project recommendations

Developing of client contacts

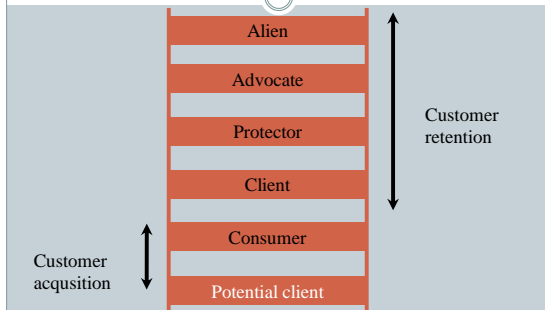
- „...becoming an information/knowledge consultant”
- Get deeper insight to the goals / problems of your customers
- Eliminating barriers to contact you
- In case you became inevitable part of the client's value chain, they would not allow to drop you
- Methods e.g.: regular competence messages (direct and indirect), special offers e.g. on anniversaries
- Get the benefit of word-of-mouth (WOM)

Instead of persuasion...



Nádor Éva: Az üzleti tanácsadás marketingje, 2007.

Strengthening client contacts



Nádor Éva: Az üzleti tanácsadás marketingje, 2007.

Comments / questions?

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