

**Grow & Sell  
Your  
Consultancy**

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**Agenda**

- What's the problem?
- Methodology
- Buyers' Needs & Pricing
- 5 Systems for Growth

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**What's the  
problem?**

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### Challenges

- Small firms grow 4x than large
- 300 sold each month
- Support only when selling
- No evidence



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### Methodology



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### Methodology

- 65 interviews
- 40 founders who sold
- 19 founders who didn't
- 6 buyers
- 31 books + 269 articles
- 25 years as a corporate/  
independent / internal  
consultant & academic



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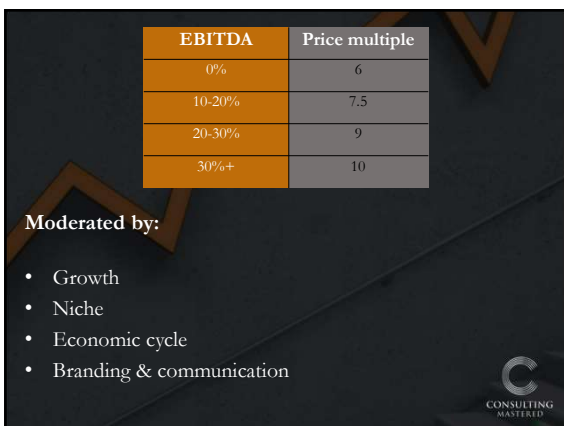
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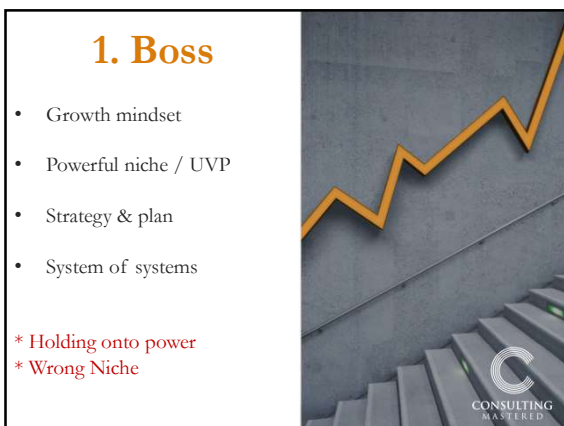
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## 2. Expertise

- Absorbing niche knowledge
- Capturing experience
- Storing effectively
- Sharing appropriately

\*Slow pivoting  
\*Low investment in expertise



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## 3. Services

- Intellectual property
- Service development system
- Service alignment
- Successful project delivery

\*Minimal IP  
\*Low investment in systems



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## 4. Marketing

- Thought leadership
- Conversion
- Client relationship mngt.
- Brand effectiveness

\* Useless thought leadership  
\* Marketing not joined-up



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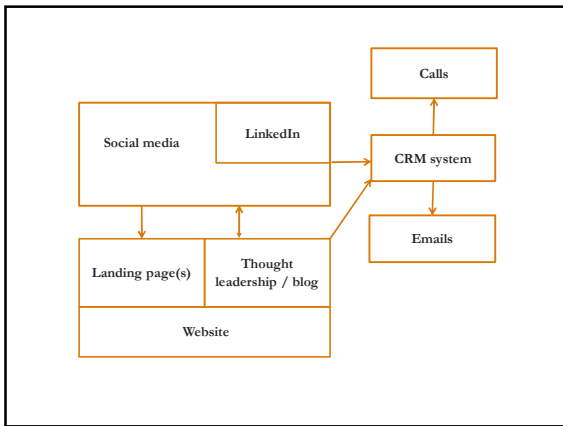
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### 5. People

- Enculturation
- Motivation
- Skill development
- Leverage/role standardisation

\* No investment in culture  
\* Poorly managed leverage  
\* No partner

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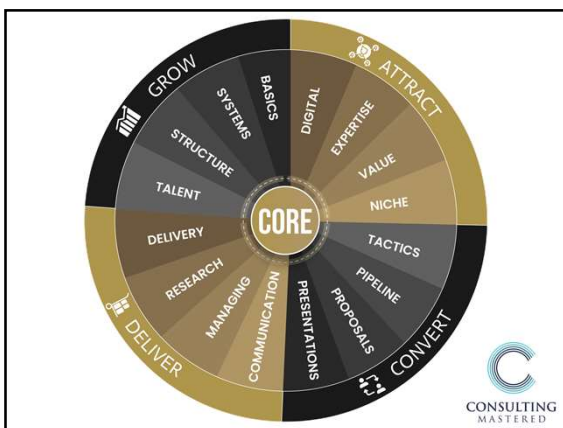
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**To do....**

- Develop a plan to get to \$5m
- Find a Partner
- Accumulate & demonstrate niche expertise
- Joined up marketing

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# Thank you

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