

Clients say that they will not buy when . . .

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Clients say that they will not buy when

There is a Second XI

The negotiation is with experienced consultants. Cheap recent graduates do the work.

Consultants claim to be experts in everything

or they seem to be dishonest about their qualifications or their experience

Consultants promise the moon

They promise enormous cuts in operating costs when they have not looked at the figures and cannot possibly know. Generalist salesmen make promises without having any idea of the specialist economic, engineering, computing etc. skills of the consultants who will do the work.

The hard sell

Consultants do not listen

Consultants are saying what they can do, and selling the contract, without first finding out what the client needs.

Consultants give a standard sales spiel

They have not found out about this client, and are selling the same solution to everybody...

Consultants have off the shelf methods and solutions

They will apply the same methodology and come up with the same answer, whatever the client's problem.

Consultants think that this client's problems are the same as a previous client's

When they are obviously different to the client, there will be no sale. It is very easy to give the impression that because you worked in the same sector or with a similar client that you think they have the same problems and you will recommend the same solutions.

Consultants drop names

They then fear that consultants will tell stories about them to prospective and actual clients. Even if asked for a reference, say, 'I will have to ask their permission before I give you their name'.