

What Clients *think* they want

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Clients *think* they want

1.

Original thinking

- a. The consultants should not assume that the answer is the same as for previous clients.
2. The consultants should appreciate that they have to learn about the business before giving advice.
3. The consultants should be ready to define the problem before giving solution

2. **A formal approach using established methods**

2. But not the same package everywhere

3. **Consultants who have done their homework**

2. On the firm
3. On the industry

4. **Specific expertise:**
 2. Relating to the client's business
 3. On the industry in general, on the market
 4. On the techniques you will use engineering, management, marketing

5. **Clear agreement on**
 2. Goals
 3. Outcomes
 4. What the consultants and clients will do

6. **Recognizing that the final objective is increased profit or reduced costs**, not a prettier system for instance.

7. **Consultants who are interested in doing the job as a challenge**, not just taking it because they need the money.

8. **Dynamic, competent consultants**

9. **A win-win situation for consultants and clients**

10. **Not one solution but a range of options**

11. **A different approach, but not too risky.**

12. **Confidentiality**

13. **Reasonable prices**