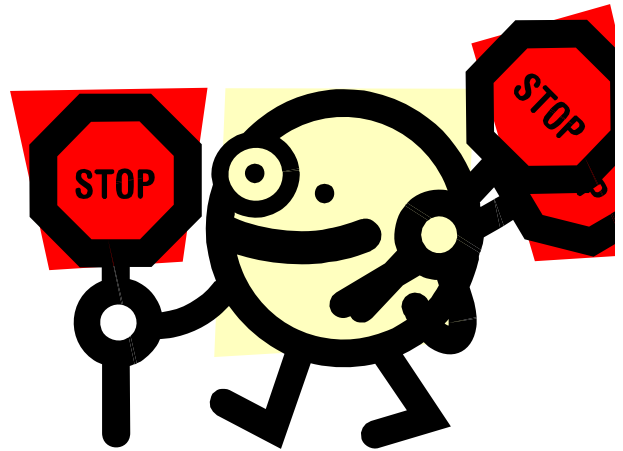


# 29 Really Stupid Things Consultants Do to Kill Business Opportunities!

By Jim Horan



Consultants, paid experts and advisors are generally smart people! However if you look at all the silly, dumb and unprofessional things they do to kill perfectly good business opportunities...you might wonder!

We have compiled a list of really stupid things we do as advisors and consultants in the three phases of selling. Are you still doing any of these?

## Prospecting

Depend heavily on passive collateral materials like websites and brochures.

Send letters and emails to almost anybody, hoping someone will respond.

Lead with your solutions without discovering the client's real needs or issues.

Believe that email is an acceptable substitute for coffee at Starbucks.

Meet wonderful prospects...and then never, ever follow-up.

Never write hand-written notes.

Never seek or accept speaking engagements.

Never donate services to a non-profit.

Never hang out where CEOs or your prospects hang out.

Never write articles, books or white papers in area of your expertise.

Never ask for introductions.

## Discovery

Be sure you talk at least 80% of the time. The more you talk the smarter you will appear.

Don't allow prospects to ask questions...they might use up your valuable selling time.

Ask only safe questions. That way you don't risk getting into any sensitive issues.

Assume after 15 minutes you fully understand the prospect's problems.

Accentuate your arrogance – make sure the prospect knows you're the expert!

Don't take notes. Your memory is perfect!

Work on preparing what you're going to say next while the client is talking. That is a sure way to be prepared.

Have only a single "one size fits all" solution

Never ask a prospect if they have a budget for this project or program.

## Closing

Always assume the prospect understands all the benefits and ROI of your work.

Do not have pre-formulated answers to common objections. You can make them up spontaneously.

Be sure the client is unclear on what to expect in scope or price until they receive your proposal.

Make sure you elongate or stop the closing process by making the client wait for your proposal.

Release control of the sale process by relying solely on your written proposal as your 'close'.

Establish and maintain dominance or submission at all times – don't interact as an equal.

Be sure to hold back from being a trusted business advisor until they sign on the dotted line.