

MELB 3 March 2009



If you want to get more work by becoming a marketing expert, all you have to do, is ask your clients what they want... and they'll tell you accurately because **THEY ARE** the EXPERTS.

Another way we put this, is "**you are NOT your client**". So frankly, what YOU think, doesn't count.

Bowing to our own philosophy, and as you will have seen at the end of 2008, we recently surveyed the NETwork. Here's a little of what you told us you wanted from aCE talentNET (full report due soon)...

- **82.1% said you want to develop a clearer Marketing and Growth strategy**
- **60.8% said you want to flatten peaks and troughs of workflow**
- **61.9% said you want find client projects**
- **51.6% said you want to build a business**
- **48.4% said you want get more work**
- **55.8% said you want to increase referrals by spending more time with clients**
- **73.7% said you want live the consultant life you envisaged & have more control**

Well, wanting to deliver on your wants, needs, desires and frustrations, we've got some pretty special things planned, commencing March, with a workshop with Elliot Epstein, commonly known for '**getting people to the next level**'... fast. Read on for more details.

Selling YOUR Consulting

Facilitator: Elliott Epstein Salient Communication

So who is Elliot Epstein and why should this workshop be one of the key things you do this year?

Elliot is an acknowledged leader in persuasive consulting communication and an expert in influencing skills who heads his own practice at Salient Communication. He specializes in helping people negotiate, present and sell their services far more persuasively than they might have imagined.

So, 2 quick reasons...

1. As well as being a keynote speaker on influencing, he has coached over 3,000 people including CEOs and senior managers in corporate and government throughout the Asia-Pacific region, helping them **increase revenue and importantly margin.**
2. He has assisted consultancies that make a lot of people a lot of money, e.g. Beaton Consulting, UpFront Consulting, Rogen international, WinningWords and PMMS Consulting; **imagine what he can do for you?**

So if your consulting lifestyle is important to you... and you want to learn from a sales expert who lives the lifestyle as well as makes the money, then you need to be at this workshop.



MELBOURNE: Talent Tuesday 3rd March 9:00am - 5:00pm
Venue TBA

RSVP: registrations@acetalentnet.com.au

Cut off 5 days prior to event.

COST: \$995 + GST
15 participants only

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**Is 2009 going to be kind to you?
Are you going to be able to find more work than you can handle?
Are you at least going to be able to find enough for yourself?
NO? Not sure?
Then this Masterclass is a must for you...**

*It is with great pleasure that aCE talentNET is proud to present
the one and only 'Selling YOUR Consulting Masterclass'*

This Masterclass is **for YOU, if you want to position and sell YOUR services to senior level decision makers**, regardless of whether you are an external or internal consultant.

Outcomes of this program

- Greater revenue and margin for YOU from significant sales of a broader range of consulting services to both new clients and existing accounts
- Professional and persuasive behaviour that develops YOUR 'trusted advisor' relationships with senior level clients
- Confidence and raising of YOUR business acumen which in turn provides the platform for long-term sustainable revenue growth
- Competitive advantage because YOUR services are differentiated in the eyes of the client
- More of the work YOU really want to do



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“SELLING YOUR CONSULTING” MASTERCLASS

This unique 1-day program where YOU will learn

- How to get to senior level decision makers and importantly stay there
- How to differentiate YOUR consulting services
- How to negotiate double or even triple YOUR current fees
- The impact of how and when YOU sell, counsel or advise
- How to overcome selling blocks that virtually all consultants have, including YOU – even that ‘s’ word has connotations
- How to keep winning business when the client becomes YOUR friend and YOUR relationship changes

What this Masterclass is NOT about:

- Networking.
- Time Management.
- Practitioner Skills.
- Work/Life Balance.

**It is about one thing...
...more revenue from more clients in the areas
YOU love the most.**

What Salient clients say?

‘Outstanding Program...from your reputation my expectations were high...you delivered’

‘Elliot’s understanding of what it takes to win business elevates him above traditional consultant-speak because he delivers real bottom line results.’



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