Tips on Succeeding as a Cost Reduction Consultant by Melvin Clifton

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Being a consultant has its ups and downs. For example, youâ€™ve purchased a cost reduction consulting franchise from a franchising company, and now youâ€™re just waiting for clients to come knocking at your door. However, at the back of your mind, thereâ€™s a nagging voice that keeps voicing your fear: â€œAm I doing this right?â€•

No matter how big the market is for the particular field of expertise that you, as a consultant, specialize in, companies arenâ€™t going to come running to you. The good thing here is that youâ€™re a part of a franchise, which means that though you are your own boss, thereâ€™s a mother company thatâ€™s there for you if something goes wrong. Business is business, however, and you need to do what you can to draw clients in.

Inward-Out Approach

Donâ€™t call companies at random to see if they need your services; itâ€™s creepy. The best way to jumpstart your fledgling business is to work with small business owned by people you know first or with companies where you were once an employee. A job like this would be relatively easy to get because you have a connection with them, and this would help you establish yourself in the market.

Act like a Pro

Normally, a consultantâ€™s resume would be filled with his experience, jobs done, descriptions of how he helped other companies, and the like. However, because youâ€™re backed by a respected cost reduction company, you wouldnâ€™t need this. This doesnâ€™t excuse you from acting unprofessionally though. You might be a first-time consultant, but you have to act like you know exactly what youâ€™re doing.

Love your Work

It might sound like a clichÃ©, but loving what you do will make you shine and make you feel better; your clients would see this too. If you only bought this business cost franchise for the money, youâ€™re not going to succeed. Even if that was your reason, you have to learn to love what youâ€™re doing to be the best at what you do.

Turn Down Work

The movie character Jerry Maguireâ€™s mission statement stated that taking on fewer clients is the answer, and heâ€™s right. Although it might seem counter-intuitive, you need to turn down work once in a while. By owning an expense reduction analysts franchise, you need to impress your clients. Therefore, taking on more work than you should have can lead to shoddy work and less income.

In the end, it all boils down to your work ethics. It doesnâ€™t matter whether youâ€™re the owner of an expense reduction franchise or an independent consultant; if you donâ€™t know what youâ€™re doing, youâ€™re going to get screwed. For more information, check out thiagi.com/email-consulting101-tips.html.

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