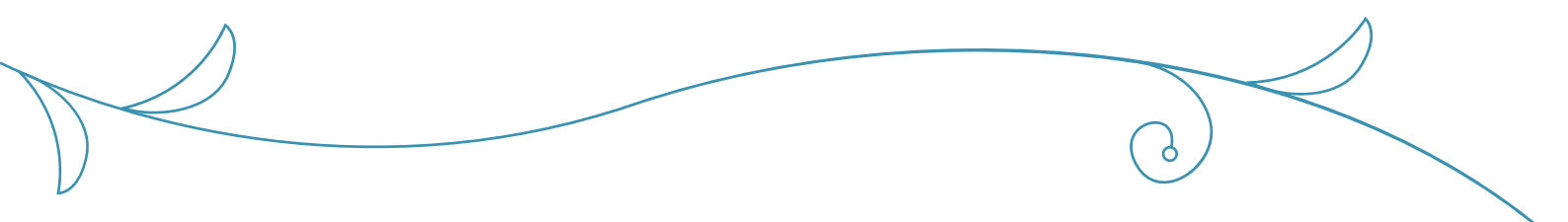




# PITCH AND WIN FOCUSER

by Cindy Tonkin





This was a hard financial year for many consultants. We all know someone who took a full-time job after trying and failing in consulting. We've all had super lean years. We crave a waiting list of ideal clients keen to work with us to any price.

Right now excellent consultants are losing work to inferior minds and bigger businesses. They are wasting hours, days and sometimes weeks tendering, pitching and presenting to clients who will go to someone else.

If that's you, then read on and find out how you can make the shifts you need to stop the rot and start

## 3 BIG REASONS YOU DON'T WIN ALL THE WORK YOU PITCH FOR

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There are three big reasons that consultants don't win all the work they pitch for.

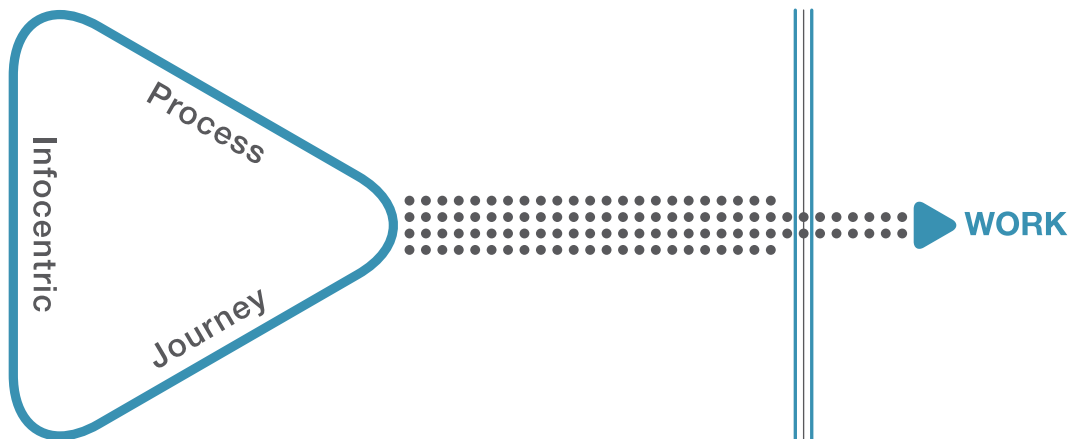
The first is that they don't build trust, but focus instead on outlining the process.

The second is that their pitch describes the journey to now, rather than focusing on the actions the client needs to take.

The third, and most important, is that they focus their work-winning presentations on the data and not on the client.

Let's look in more detail at the three shift consultants need to make to win more of the work you want.

## WHAT MOST CONSULTANTS DO



# 1. BUILD TRUST, DON'T OUTLINE PROCESS

The first reason consultants don't win more work is because they outline a process, rather than building a trust.

Take Simon. He has the brain the size of the planet. He's frankly a data wizard. His expertise lies in finding opportunities to leverage marketing spend.

He sits in front of his client and takes them through the process he uses. His pitch is all about how they can mine their data to sell more tyres. But they don't. They abandon Simon and choose instead a big consulting firm with lesser brains and inferior ideas.

Why? Because they trust a big brand.

Simon spent no time building trust with his client. He is overly impressed with the process he uses to get results. He's winning less than 20% of the clients he speaks to.



## 2. INSPIRE ACTION, DON'T DESCRIBE THE JOURNEY TO NOW

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The second reason consultants don't win all the work they pitch for is they describe the journey that got them to the conclusion. They don't inspire action.

Liza is powerful force in business analysis. She has been contracting and consulting for the last 10 years. She knows what she's doing. Her key client trusts her.

But her data-heavy pitch walks the clients through a chronological "how I discovered what you need to do" journey.

By the time she gets to the action steps everyone in the meeting has tuned out. The 147 page presentation pack has so much evidence in it she doesn't have time to get to the conclusions.

The client just sees a lot of confusing data. A confused client takes no action.

The assignment goes to an off-the-shelf solution from a US subsidiary. Because their consultants and sales people make it simple and know how to inspire action.

## 3. FOCUS ON THE CLIENT, NOT JUST THE DATA

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Both Liza and Simon's presentations are info-centric. The big shift they need to make (and haven't yet) is to a client-centric presentation style.

You need the data.

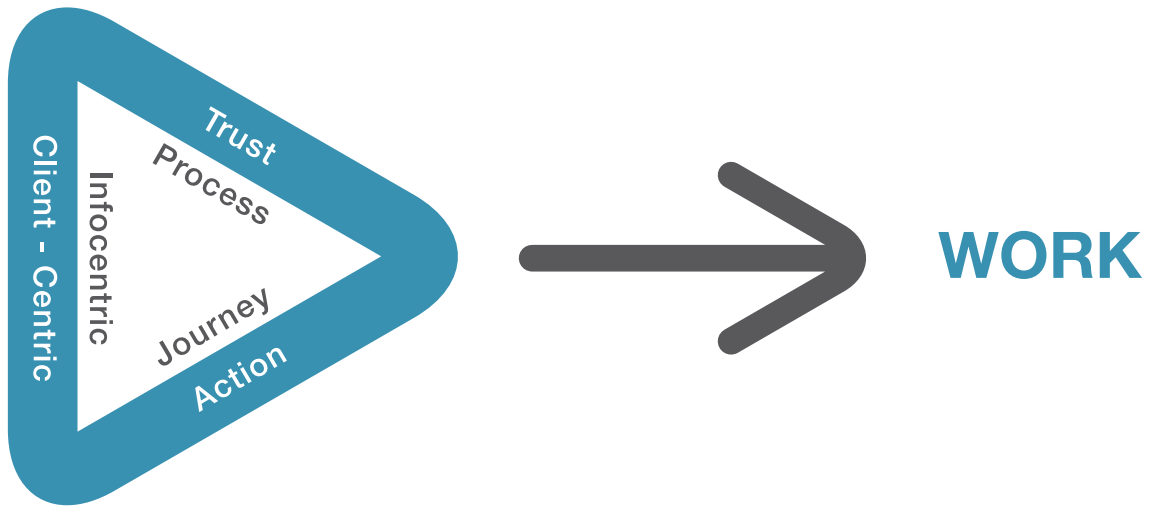
You need a foundation to your conclusion.

You need to take the journey.

But you also need to win the work!

You are smart. You've worked hard to get here. You don't need more data. You don't need to know more about how to analyse models or how to use the newest iteration of the newest software. You might like to because it's fun to know it. But don't expect to win more work if you stay data-centred.

## WHAT WE SHOULD DO



When you understand the clients, know how to get them to trust you, and how to inspire them to act, then it all becomes simpler. And that means you can:

- stop wondering where your next assignment is coming from.

And it means you can:

- start a client waiting list
- start winning the work you deserve
- start saying yes to the clients you love

Learn how to win more work by shifting from

- describing process to building trust
- outlining conclusions to inspiring action
- being info-centred to being client-centred

Use the Pitch And Win Focuser to begin refocusing your pitch today.

# THE WIN MORE WORK FOCUSER

1. Who is your client?  
What's important to them?

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2. What's important to their  
business?

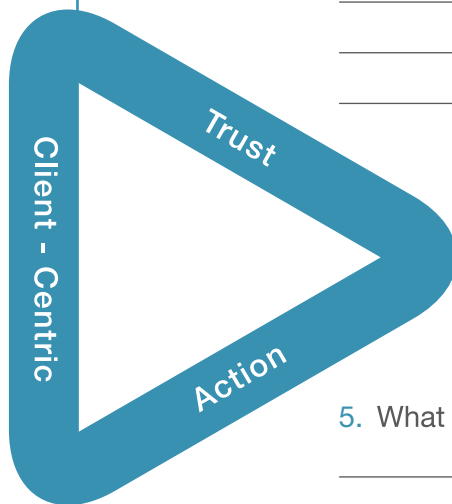
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3. How do you build your credibility?

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4. How do you build your confidence?

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5. What do you want from them specifically?

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6. How can you use your influence with this client  
and make them a compelling offer?

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**Cindy Tonkin, the Consultants' Consultant** builds analytics capability through soft skills for data teams. They can work smarter, faster and nicer.

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Cindy Tonkin +61 412 135 426



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