



Table Talk

Consultants Roundtable Monthly Newsletter - James Perkins, Editor

TABLE TALK FOR APRIL 2006

FIRST MEETING IN APRIL

is history. We had a great discussion about ways to find a specific client. One thing came clear: consulting assignments generally come from the business owner, the top management, or the managing executive of a division of a large company. It is planned to continue this discussion format of having each member speak on his/her experience in securing clients or pursuing potential clients.

SECOND MEETING IN APRIL, TUESDAY THE 18TH

As now customary, there will be a speaker for this meeting. The speaker is Dan Hendricks, Vice President, Northern Indiana Workforce Investment Board. He will speak on the "Strategic Skills Initiative" being developed by his group. The goal is to identify and alleviate critical skill shortages in key occupations.

FUTURE PROGRAMS

Brian Rideout, Founder and leader of BKR Associates, web technology specialists, will be our May speaker. As mentioned above, the first meeting in May, on Tuesday, the 2nd, will be a continuation of the general discussion of marketing techniques used by CR members. Tom Dobson will lead the discussion.

LAST MONTH'S SPEAKER

Terry Miller, Director of Legislative Affairs for the St. Joseph County Chamber of Commerce. Terry spent most of the time of the Indiana State Legislature's session following the evolution of new legislation. The most significant piece of legislation, of course, was the lease of the Northern Indiana Toll Road. That has raised more controversy than any other single piece in many years. The legislation was passed mostly along political party lines. However, the constitutionality of the legislation is currently under fire in the courts. ..

PROBLEM-SOLVERS

Consultants, like salespeople, are basically problem solvers. That is a good comparison because most prospective clients have problems, even though they may be unaware of them. Like salesmen, one needs to find out what these problems are by listening and asking questions, all the while trying to understand how the prospect thinks and feels. Then, one can show the prospect how his service can lead to the solution to the prospect's problem. Note: listening first is key!