



Table Talk

Consultants Roundtable Monthly Newsletter - James Perkins, Editor

TABLE TALK FOR AUGUST & SEPTEMBER 2006

(The next issue of Table Talk will be October.)

ONLY ONE MEETING EACH MONTH

15 AUGUST MEETING

This will be a discussion on Consultative Selling and may include the topic of blogging as part of selling services. The discussion will be led by Thomas Dobson, Owner and Principal of Corporate Empowerment.

19 SEPTEMBER MEETING

This will feature Gene Bohn of E-Commerce Technology - Michiana, Inc. Gene is a member of Consultants Roundtable. His topic will be on the data back up and why it is critical in your business.

REPORT ON JULY PROGRAM

Henry Catalino spoke on the topic, "What Is guerilla Marketing?" Henry's business is Business Coaching Solutions.

He said that guerilla marketing is a body of unconventional ways of pursuing conventional goals and a proven method of achieving profits with minimum investment. Points made by Henry are: \Marketing is simply a circle. Guerilla marketing requires time, energy, and imagination. It is geared to small business. Consultants can use it for themselves and their clients. One should seek opportunities to cooperate with other firms. There is no single weapon for marketing. One needs to concentrate on relationships, especially those made in the immediate past month. Giving something to the client is a chance to educate him. Do not wait too long to get back to him. The laws of human behavior may tell him to give something back to you - information about his business, or leads to other businesses, or even an assignment. Veer away from diversification. Focus is best. Trying to be something to everybody will not work One loses excellence that way. He gave 15 secrets of guerilla marketing which are in his book.

Henry's e-mail address and web site are henry@BusinessCoachingSolutions.com and www.BusinessCoachingSolutions.com respectively.

JUSTICE LOUIS D. BRANDEIS SAID:

In business, the earning of profit is something more than an incident of success. It is an essential condition of success. It is an essential condition of success because the continued absence of profit spells failure.

(This writer says the job of the consultant, therefore, is to see to it his client achieves success. Touche'.)