

*Expert
Quality*

ALL
WORK



TO
ENTS

**GO WAY FOOL!!
I AM THE DAM EXPERT!!**

AREAS OF FOCUS



- 7 Ways to Develop Breakthrough Relationships



- Protection - Squirrel Style



- Documentation

“Obviously the time continuum has been disrupted, creating a new temporal event sequence resulting in this alternate reality.”

“English,
Doc!”



Section I: Communication

CONSULTING IS A RELATIONSHIP BUSINESS.

- A special product may make you competitive.
- Differentiated services may make you distinct.
- But only carefully crafted relationships will create a breakthrough consulting firm.

7 WAYS TO DEVELOP BREAKTHROUGH RELATIONSHIPS

1. Provide Valuable Information

- Develop and Implement an Information Sharing system

2. Raise Crucial Issues

7 WAYS TO DEVELOP BREAKTHROUGH RELATIONSHIPS

3. Go the Extra Mile

- Fulfill even small requests with grace and timeliness.
- People remember the small things

7 WAYS TO DEVELOP BREAKTHROUGH RELATIONSHIPS

4. Recommend other resources

- This adds value to the client and the person to who you refer the business to.
- Enhances your long-term standing.

7 WAYS TO DEVELOP BREAKTHROUGH RELATIONSHIPS

5. Help Subordinates Unstintingly

- Go out of your way to help lower-level people

6. Don't be Afraid to Take a Stand

- Don't hesitate to tell the client he is wrong
- Your worth, integrity and value added to the organization is increased when you voice your opinion on important matters

7 WAYS TO DEVELOP BREAKTHROUGH RELATIONSHIPS

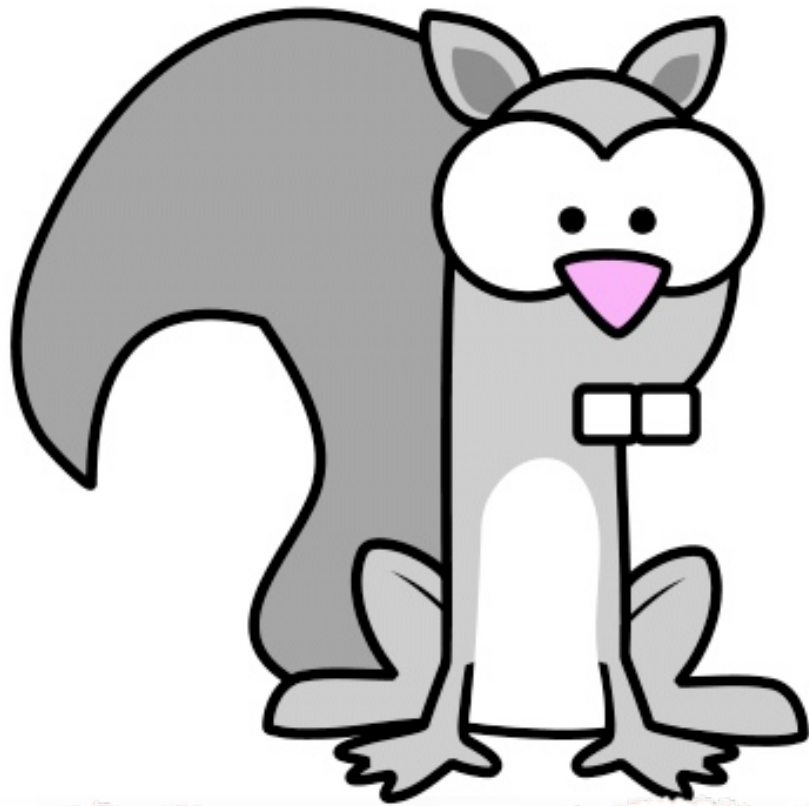
7. Treat clients as partners

- Always view your client as an equal partner.
- You are a team

BONUS TIPS

- Emphasize results, not tasks
- “A consultant is hired to provide unique abilities and talents that will improve the client’s condition and constitutes a value-added component that the client doesn’t already possess.” - Alan Weiss, *Million Dollar Consulting*

2. PROTECT YOURSELF!



LIKE A
SQUIRREL
PROTECTS
HIS



CONSULTING AGREEMENT

- If you don't have one, get one:
 - Spend \$ on an attorney to draft one for you, they are pretty standard.
 - Luis Giraldo has put his for sale on his website for only \$20
 - <http://www.monkeymac.com/webstore/consulting/>
- Sets expectations of what it is like working with you, no surprises, cover yourself first.

DON'T HESITATE TO WALK AWAY

- You are in business for yourself and you can choose who you work with. Don't hesitate to not take on a client or let a client go.
- Keys to look for:
 - Needs your services yesterday
 - High stress
 - Rude
 - Makes snarky about your rates

YOUR RATES ARE NOT A SECRET

- Be up front about your rates
- Be confident in your delivery
- Your rates are a filter
- Less is more - Keep it simple
- www.globalmacinc.com/rates



3. DOCUMENTATION

WHY BOTHER?

- Solid documentation will:
 - Save the day
 - Reduce Stress
 - Save time
 - Minimize dependency
 - Build trust - “hit by a bus”

WHAT SHOULD IT LOOK LIKE?

- Different Approaches:
- Pick a system and stick to it
 - Ex. Daylite, Bento, Evernote, Text Edit

WHAT DO I NEED TO DOCUMENT?

- For you and your company
 - work done on appointments/projects
 - what remains to be completed
 - any issues, solutions you ran into and how they were resolved (build up your own knowledgebase as you go)

WHAT DO I NEED TO DOCUMENT?

- For the client (clear and understandable)
 - serial numbers
 - email account info and settings
 - network info
 - accounts and passwords
- Submit your notes when finished and review with them.

WORKING WITH PASSWORDS

- Password Strength
 - Minimum 8 characters in length
 - Contains 3/4 of the following items:
 - Uppercase Letters
 - Lowercase Letters
 - Numbers
 - Symbols (!@#\$%^&*)

STORING PASSWORDS

- DMGs - create a disk image to store password files in
- Keychains
- PDFs
- Encrypted Databases
 - Single user: IPassword (Mac, iOS, PC, USB)
 - Multi-user
 - Lastpass, Roboform, Passpack

STORING PASSWORDS

- Use FileVault2 on your machines as an added precaution, if not all their information is encrypted.
- Make sure you or your client have an off-site copy.

POLICIES

- Help your clients
 - save money
 - reduce risk
 - make more profits

POLICY EXAMPLES

- “Hit by a bus scenario”
 - aka “Disaster Recovery Plan”
 - lost everything on site
 - recovering from backup
- Access & Permission policy
- Admin manuals for on-site IT personnel
 - screenshots and video tutorials

