

A Consultant's Dialog in the Marketplace

A consultant's dialogue in the marketplace should start by positioning themselves as a subject-matter expert on the fundamental human resource indicators that impact organizational performance.

Consultant can build an audience of prospective clients by providing insight into HR strategies that impact profit, management oversight, and a balanced lifestyle.



Your ability to attract your target market into this dialogue positions you to be the obvious resource to attack challenges and leverage opportunities within their operation.

Every potential client has performance challenges that will wake them up at night, such as:

- Operational conflicts
- Profit margins
- The ability to grow their business
- Critical deadlines
- Lost opportunities

Your first objective is to collaborate with your client and reach agreement on their performance challenges. Armed with that information, are you able to link “human factors” as a solution to each of these challenges?

For example, if a client is facing shrinking profit margins, a strategy focused on efficiencies may require your professional consultation that includes a combination of:

- Supervisory skills
- Training and development
- Teamwork
- Process and procedures
- Documentation

The more you understand about your client, the more your proposed solutions can specifically address their challenges and opportunities, and align with their perspective.

Let's consider Supervisory skills and their impact on efficiency by asking the following questions:

- Are supervisors approachable and trained to provide advice and counsel?
- Are supervisors able to set boundaries and establish measurable expectations?
- Are supervisors trained to resolve conflicts, and build teams?

Client's need consultants. They need a specialist with the horsepower earned from broad experiences, along with established tools that measure and evaluate the condition of an organization's human factors.

Evaluating an organization's internal human dynamics with Visiam's free assessment tools, in conjunction with your analysis, will expose challenges and opportunities that position you as a strategic partner to achieve improved performance outcomes for your clients.

For more information on building a consultant's dialogue in the marketplace, visit us on [LinkedIn](#).