

**Welcome
By
Helen Hall**

More webinars on the way...

Webinars: ieeusa.org/careers/webinars



Before We Get Started

Put your phone on mute (*6) or **Mute button**

Type your questions in the chat pod and address them to Dr. Blank; he will answer them at the end of the presentation

Consulting 102 – How to Find Clients

by

Dr. Gary L. Blank

The Consultants' Consultant



- **Electrical/Electronic Engineering Consultant**
- **Director, Engineering Update Institute**

Home-Study Review Courses for the FE and PE Exams

- **IEEE-USA Board of Directors, Vice-President, Career and Member Services, 2010**

Past

- **Chair, AICN (Alliance of IEEE Consultants Networks) 1999-2002, and 2008-2009**
- **IEEE-USA Board of Directors, Member-at-Large, 2008-2009**
- **IEEE-USA Board of Directors, Vice-President, Member Activities 2003-2004**

g.l.blank@ieee.org - 847-309-5864 - <http://drblank.com/co.htm>

Outline of 6 Hour Seminar

Preliminary

Introduction/Background



1. Session 1 – How to Get Started (Consulting 101)
2. Session 2 – How to Set Your Fees
3. Session 3 – How to Win the Contract
4. Session 4 – How to Find Clients (Consulting 102)
5. Conclusion

Preliminary: INTRODUCTION/ BACKGROUND



- Educational Background
- Consulting-Electronics, Controls, Power
- Engineering Update Institute –Home-Study Video Courses for FE/PE Exams
- Seminars on Consulting (Consultants' Consultant)
- Start-Up Networks

EDUCATIONAL BACKGROUND

- All degrees in Electrical Engineering
- Minors in Mathematics
- B.S. Illinois Institute of Technology
- M.S. University of Idaho
- Ph.D. University of Wisconsin
- All degrees earned before employment/career

UNIVERSITY PROFESSOR (ELECTRICAL/ELECTRONIC ENGINEERING)

1. University of Florida
Part-Time while working full-time [as an employee] in Industry
2. Marquette University
Full-Time Teaching while consulting part-time in industry
3. U.C.L.A.
Part-Time Teaching while working full time [as an employee] and then as a full-time consultant
4. Northern Illinois University
Full-Time Teaching while consulting part-time in industry
5. Illinois Institute of Technology**
Full-Time Teaching while consulting part-time in industry

INDUSTRY



AS AN EMPLOYEE

Ingersoll Milling Machine Co.

Chicago Aerial Industries (Recon Optical)

Honeywell (Florida)

Litton Guidance & Control

Burroughs Corp. (Unisys)

Industry Consulting (part 1)

- Parker Hannifin
- L-3 Communications
- Oshkosh Truck
- Danfoss Drives
- Allied Healthcare Products, Inc.
- MPC Products Corp
- Andrew Corporation
- Recon Optical Inc
- Barber-Colman Co
- Rockwell-Collins
- Lucent Technologies
- Woodward Governor Co.
- Hamilton Sundstrand
- AnSCO Photo Optical
- Data Specialties Inc.

Industry Consulting (part 2)

- Honeywell
- Northrop Electromechanical
- TRE Electromask
- System Technika
- Pertec Corp
- Micropolis Corp.
- Xerox Corp.
- EMM SESCO
- Terminal Data Corp.
- Hughes Aircraft
- Litton Guidance & Control
- Litton Data Systems
- Unisys Corp.
- Teledyne Systems
- General Motors
- A.O. Smith Co

Who/What is a Consultant?

Choose your answer:

- A. It is someone who is retired or unemployed.
- B. Works for a Consulting Company.
(Company finds business and the person works for the company as a salaried employee)
- C. Works through an agency.
(Agency finds a business client and the person works for the agency client)
- D. Works independently.
(Finds business clients for self and provides services directly to client)

Session 1- How to Get started (Without Leaving Your Present Job), Keeping Records, & TAXES (Consulting 101)

- Topic 1. INTRODUCTION to modern consulting and the current consulting climate.
- Topic 2. MYTHS about consulting. Some are true, some are false.
- Topic 3. REASONS to become a consultant. How do these reasons influence your success as a consultant?
- Topic 4. Critical details and important concerns about GETTING STARTED. What are the steps?
- Topic 5. The RECORD-KEEPING procedures used by many consultants FOR TAXES are simple.

Session 2

HOW TO SET YOUR FEES . . . A FORMULA for fee-setting; Ethical Considerations & Diversity Awareness; Experience Necessary

- **Topic 6. Ethical Considerations & Diversity Awareness**
- **Topic 7. Common Question: Do you have the EXPERIENCE to be a consultant?**
- **Topic 8. How do you determine what the FEE is for an assignment? You will be shown a simple FORMULA for calculating the fee to charge a client, and you will be given relevant reference information.**

SESSION 3

HOW TO WIN THE CONTRACT

Topic 9. Preparation

Technically
Physically
Mentally
Professionally



Topic 10. Step-by-Step Procedure

What To Say and What To Do

Contact
Proposal
Interview
Purchase Order/Contract

SESSION 4.

HOW TO FIND CLIENTS (Consulting 102)

- How do you FIND CLIENTS?
- A review of several PROVEN METHODS OF FINDING CLIENTS, without cold calling or mass mailing.



HOW TO FIND CLIENTS

- **Inefficient Marketplace**
- **No Opportunity to Meet**
- **“Strangers in the Night”**
- **NO: Flyers, Business Cards, Mail Resumes, Ad in Paper, Ad in Magazine, Yellow Pages, Personnel Department.**
- **The Snowball Effect**
- **Repeat Business**



Topic 11. “HOW TO” LIST

How to use:

- **Want Ads**
- **Alumni Newsletters**
- **Government Publications**
- **Attorneys, Banks**
- **Community Activities**



“HOW TO” LIST, continued

How to use:

- **University Faculty & Administrators**
- **Teaching (Degree? Pay??)**
- **Speaking Engagements**
- **Consultant Networks**
- **The Internet**



IEEE-USA Consultants Database (for IEEE Members)



<http://ieeusa.org/business/default.asp>

- Under Consultants, click on “IEEE-USA Consultants Database”

CONCLUSION

- How To Start and Expand A Successful Consulting Practice
6-hour seminar/workshop (contact speaker)

- How To Prepare for the FE and PE Exams (contact speaker)

<http://drblank.com/cope.htm>

- How To Start A Local Consultants' Network (contact speaker)

<http://ieeusa.org/business/startnetwork.asp>

- How To Form An Affinity Group (contact speaker)

<http://ieeusa.org/business/startnetwork.asp> and click on
Requirements to Form an IEEE Affinity Group

